

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LIV.

NEW YORK, MARCH 7, 1906.

NO. 10.

Not a Newspaper in the United States Published This

Mr. President, I doubt if there is a despotism on the earth to-day that holds any single man in its dominion, with the same power over the business of its citizens, as the United States vest in the Postmaster-General of this country. He can close any man's business by simply saying that in his opinion it is fraudulently conducted. A clerk, upon an insufficient examination, can order a man's mail discontinued, interrupt the current of his correspondence, destroy his standing in the business community, and the citizen is absolutely without access to the courts to right the wrong. His business can be destroyed, his reputation can be ruined, his profits can be diverted to his competitors; and yet he is powerless to appeal, except to the same officer under whose order he has suffered this great wrong.

Now, undoubtedly it is true that the Government of the United States ought not to allow its service to be employed by scoundrels and cheats, but this way of lodging in the hands of one man the power to destroy the business of many men is un-American. You deny the men whose business is thus assailed resort to the courts of this country. If you take his horse, even for a public purpose, without making him just compensation, he can call you to the bar of justice; but a single individual, responsible to nobody but his own conscience, can destroy a man's business, injure or ruin his good name, and drive him into poverty and disgrace, from a business that he has built up by his industry and sagacity, leaving him without a remedy in the courts. Thus it is that bureau after bureau is built up, and we vest them with such extraordinary power, until the American Republic will become a bureaucracy instead of a democracy—a government in which the bureaus and not the people rule.

The above from speech of Senator Bailey, delivered February 21, 1906, taken from page 2817 of Congressional Record. Read it carefully. It did not appear in a SINGLE NEWSPAPER in the United States.

We have published a "**scoop**" on the daily papers of New York, Chicago, Washington, and others. The "**scoop**" contains **News** from Washington, outlining bills introduced in Congress, by five different Congressmen, purposing changes in our postal laws—**News** every business man is interested in—but **News** that the daily papers "**cannot afford to print.**"

A request with stamp will bring you a copy of the "**scoop.**"

Address, EDITORIAL DEP'T.

THE LEWIS PUBLISHING CO.,

University Heights,

St. Louis, Mo.

MEDICAL BRIEF ADVERTISERS

declare that its world-wide circulation—built on merit—makes it

**THE BEST BY ANY TEST
TO REACH FAMILY DOCTORS**

SOLE AGENTS "ANASARCIN"

ARGO CODE 874 EDITION

LONDON AGENTS, THOMAS UNWIN & CO.

11, 12, 13, & 14, BLOOMSBURY LANE, LONDON, W.C. 1



Anasarcin Vault.

The Anasarcin Chemical Co.

Anasarcin

THE ONLY ARTIFICIALLY PREPARED SUBSTITUTION FOR THE ABSOLUTE CODE OF

"MORPHINE" (SODIUM) WHICH OFFERS COMPLETELY NEW AND IMPROVED "FARMACIA"

Winchester, Tenn. Dec. 15, 1904.

The Medical Brief,

New York City.

Gentlemen:-

When we began business, one of the first contracts we made was for space in the Brief. From that time to the present, we have never had any cause to be dissatisfied with same, and our unbroken business relations, testifies in the strongest possible way, that we believe, you know, the Medical Brief, has been a good "business getter" for us.

Wishing you a long life of success, we are,

Yours very truly,

The Anasarcin Chemical Co.,

Per: *Philip H. Hays*
Sec'y.

THE MEDICAL BRIEF

is read monthly by more

**FAMILY DOCTORS
THE WORLD OVER**

than any other medical journal extant.

MEDICAL BRIEF ADVERTISERS

are the best witnesses of
this and tell their own story.

**"Verdict of Advertisers," Sample copy and
rates for the asking.**

OFFICES:

9th and Olive Streets, St. Louis, Mo. Astor Court Building, New York.
Auckland House, Basinghall Avenue, London, E. C., England.

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A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LIV.

NEW YORK, MARCH 7, 1906.

No. 10.

PART STORE, PART EXPOSITION.

SOME OF THE UNIQUE RETAILING FEATURES OF THE FINLEY ACKER CO.'S NEW "QUALITY SHOP" IN PHILADELPHIA—SELLING ONLY THE DAINTY, SHOWY AND PROFITABLE GOODS OF A BIG GROCERY BUSINESS, IT IS REALLY THE SHOW WINDOW FOR A MAIN PLANT FILLING THREE SIX-STORY BUILDINGS—SOMETHING ABOUT THE ADVERTISING AND THE MAIL TRADE.

The Finley Acker Co. has been a power in the Philadelphia grocery trade nearly twenty-five years. Finley Acker himself started that long ago with a small shop and three employees. A year ago he had built up a business in groceries, confectionery, teas, coffees, delicatessen, etc., that fills three six-story buildings at Eighth, Cherry and Appletree streets—the "main plant"—with a salesroom in the Reading Railroad terminal, a branch on the board walk at Atlantic City, a fruit-preserving plant and a great fireproof stable to house the equipment that is used in delivering goods within the suburban limits of the town. This business is largest of its kind in the Quaker City. The company manufactures preserves, makes candy and ransacks the world for the super-excellent and odd in foods and dainties. It claims to sell more confectionery than any four stores in the world under one management, ships goods to every part of the United States, and has a force of five hundred people in the busiest times of the year. Its

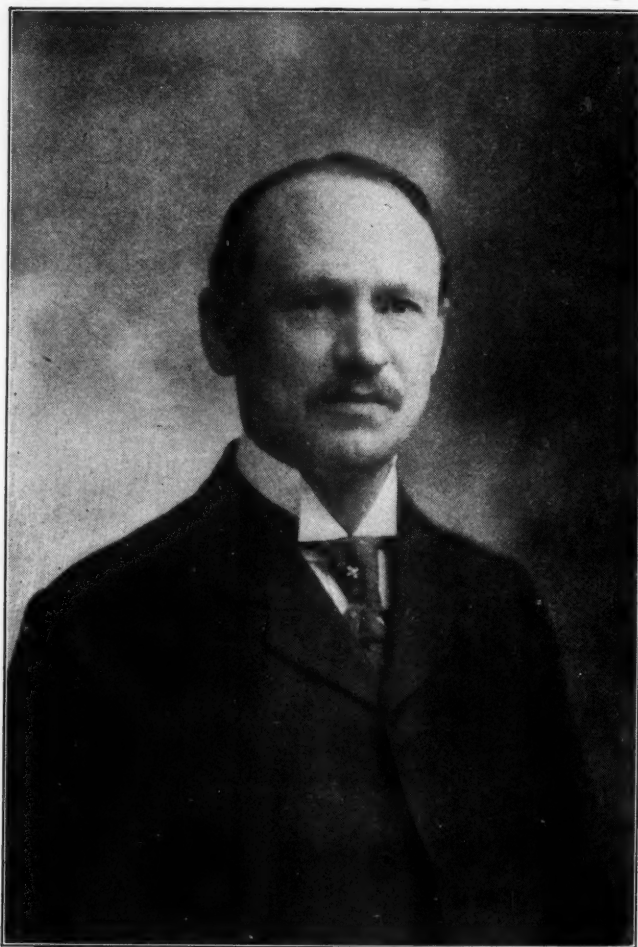
mail trade in particular is so large that a weekly periodical of store news is necessary to supplement its 96-page catalogue.

About eighteen months ago, one Sunday morning, Finley Acker, head of the company, stopped at Chestnut and 12th streets and looked into the great store that had lately been vacated by the Bailey, Banks & Biddle jewelry business—a place running back a full block without a partition, and its ceiling fully two stories from the floor. Mr. Acker got to speculating on how he would fill such a store with his own goods, then began drawing plans, and finally leased the place. His idea was to turn it into a shop that would handle the daintier and more profitable goods of the main plant, supporting itself on its sales, and also serve as a Chestnut street store for the entire business, where people could not only order, but also sample. With the attractiveness of goods as displayed at great expositions in mind, he set to work to transform the store into a permanent exposition. The alterations necessary were very extensive. The huge bare interior was first divided into spaces for the various departments, and then each space treated by itself, so that the whole, when finished, would be a long series of booths, with beautiful fittings on every hand. Beauty was first in mind, the object being to attract people by what there was to see and sample, letting the sales take care of themselves. A soda fountain, a fruit store, a flower booth, a perfumery department, a delicatessen, cigar shop,

candy booth, coffee, tea and chocolate departments—these were installed on the floor. Above, a large balcony was run around the place, with a grand staircase leading to it, and here were establish-

part lunch-counter for those in a hurry.

It cost a tidy sum to fit up this place. "But the difference in cost between fitting up an establishment in good taste and fitting it



MR. FINLEY ACKER.

ed three cafés where visitors could come and order a meal of Acker goods. There is a Parisian café for women, chiefly, with an English inn, and a men's Dutch kitchen, the latter part restaurant and

up in the ordinary conventional manner is not very great if you know how," is Mr. Acker's view; "the cost of fittings need not be considered if sufficient business is done, while another way of look-

(Continued on page 6.)



REG. U. S. PAT. OFF.

FOUNDED A. D. 1728

The 750,000 each week circulation of the SATURDAY EVENING POST—the largest weekly circulation in America—is in itself a tremendous advantage to the advertiser. It eliminates duplication, and it insures a more even distribution than would be possible with a lot of small publications, even if they collectively equaled the circulation. As a matter of fact the rate, too, is cheaper than any such collection of smaller publications which could approximate the Post's quality.

The mere appearance of an advertisement in such a publication as ours guarantees it a certain respect. Our readers know that our space is valuable. "This advertiser must have faith in his proposition to use the SATURDAY EVENING POST," say they.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

CHICAGO

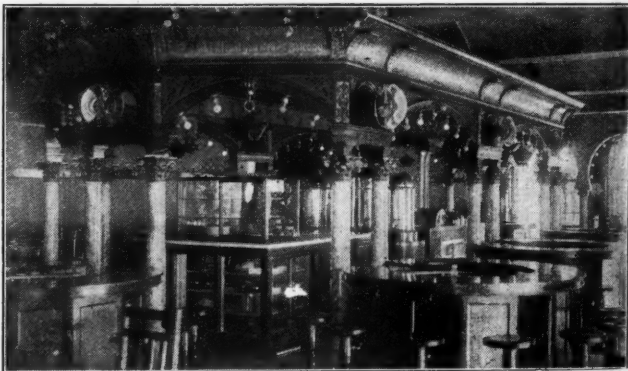
BOSTON

BUFFALO

ing at it is that annual interest and depreciation on a beautiful interior represents less cost than what would be required for extensive advertising to bolster up an unattractive establishment." With the least bulky, the most attractive and most profitable goods on view and sale here, the result has been also to practically transfer the whole stock of the main plant to Philadelphia's fashionable shopping street, for any bulky article such as flour, sugar, etc., can be ordered there, while no costly store space is necessary for display, storage or handling. Thus the Chestnut street store not only serves as a huge show window for the main business, but is *all* show

papers. It seemed to us wisest to trust to the two latter, which must cover the town as well for our purposes as three times as many morning papers. After some experiment with advertising we have finally put all our newspaper appropriation into one paper, the *Bulletin*, where we have a large advertisement daily. But in the other papers we run small notices of a few lines each calling attention to our large ad.

"It took some time to evolve the right sort of copy. At first in preparing it—for I write the copy myself—there was a decided error in making our ads too dignified, too nice, too deferential. I didn't go to the point on any article of



ROUND LUNCH COUNTERS, EACH SERVED BY ONE WAITRESS FROM CENTER.

window, as it were—an exposition, an advertisement.

It is quite natural that so radical an idea in retailing should need systematic advertising. In a year Mr. Acker has made his place as well known as any of the big department stores by the use of a moderate amount of newspaper space.

"When the question of advertising came up," he said, "we found it impossible to take large spaces in all the papers on account of the cost. There was the alternative of taking a large space in a few papers or small spaces in all. Philadelphia had six morning papers then, with two evening

merchandise, didn't offer any inducement for people to come in. We talked about our beautiful store and our complete lines of goods—gave plenty of regular prices and described plenty of articles in an appetizing way. People read the ads and spoke of them as bright, clever, entertaining and all that, and they really had a selling quality. But it wasn't the selling quality of to-day—now—this morning, before you forget! Readers said to themselves, in effect, 'Yes, there's that Acker Quality Shop—fine place—fine goods—I must go in there some day.' But there was nothing to bring them in *that* day. Later,

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with experience and experiment, I found out what was the matter, and introduced into the ads daily one special article at a special price. Upon this feature depends the whole interest of our advertising, I think. The special price is a puller, but it doesn't do to advertise any old article at a cut price. Your specialty must also be timely. On Saturday it ought to be a dainty for Sunday's dinner, and in the three days before Washington's birthday or St. Valentine's day something appropriate as a gift or favor. It is quite easy

slippers had sold readily before the holidays at regular prices, but was so large that a considerable stock remained the day after the holidays. To close them out a special price of fifty cents a pair was made and a very large advertisement placed in the daily papers. But sales were only a dozen pairs. The public didn't want Christmas slippers till next Christmas.

"In another direction we made what was perhaps an error in getting too many people into the store. Some of our competitors



MAIN STAIRWAY AND TEA PAGODA.

to interest people in advertising—too easy, in fact. But you have also got to interest them in something they want. Holidays are an important factor in our advertising. People are very susceptible to them, and respond readily to suggestion, and like to make a little extra expenditure on account of them provided an advertiser shows them something suitable. A good article to feature is one, usually, that has elements of timeliness. I recall a good illustration of this in a department store's experience. A line of Christmas

were advertising cut prices on Uneeda ginger wafers, selling for four cents, three and a half cents, and so forth. We became interested and went in too. As we never like to go into anything in a half-hearted way we made the price one cent a box for a day only. More than 4,000 boxes were sold. The loss on them was about \$80, not costly for an advertisement. But I was convinced that this sort of advertising does not build permanent prestige for a store that preaches quality. Bargain advertising doesn't attract cheap

people, necessarily. I would undertake to get 25,000 people in our place with a two-line advertisement in one newspaper. It could be done by offering ten pounds of sugar for ten cents. And when the wreckage was swept up next morning you'd probably find many pieces of sealskin scattered among the scraps of calico. But bargain advertising for a quality business tends to cheapen you in the eyes of the public and leads people to discount what you have to say about goods sold at regular prices. So we have to be careful what we use for a daily feature. An excellent feature is one like our twenty-cent bottle of perfume offered at ten cents. This has brought in nearly 1,500 people on a Monday who remembered a Saturday advertisement of it in one paper.

"Still another interesting experiment in our newspaper advertising was an attempt to distribute mail order catalogues through the papers. We offered two pounds of coffee for the price of one to everyone who would *send* for the catalogue. The proportion of replies was very small and unsatisfactory—not worth the space taken. The trouble lay not in the fact that people didn't want the book, but was due to disinclination to write for it. We do distribute hundreds of catalogues to new customers, but wholly through direct personal letters mailed to lists of select names. In each letter goes an application for the book, printed on a mailing card, and on the mailing card is a stamp. Only the name and address are needed. This works so well that from 2,000 names we can get as many as 500 requests.

"Groceries are difficult to advertise, anyway. There isn't anything new to say about them, and people don't give them much thought except when ordering. Indeed, the thought of groceries is apt to be distasteful to the woman who orders. The final results of our advertising are not evident in the store at all, but out

on the routes covered by solicitors and delivery wagons. When we go for orders then the cumulative effect becomes real and evident—a vital asset."

At every counter and booth in this unusual store there are little piles of samples, with invitations to taste, try, put into your pocket, and clerks to serve you if you miss the signs. The old joke about people who live on the free samples of the department stores readily comes to mind. But it has no more basis than the plumber joke, probably.

"How much stuff does the public carry off every day?" was asked.

"Very little," said Mr. Acker. "A bon-bon, for instance, may be one-thirtieth of a pound or less. Often the taste of a sample leads to a sale. Compared with sales the proportion of goods given away as samples is insignificant. What if people do come and sample without buying? They will have to be persons with marked powers of self-denial if they don't acquire a taste for something here that will bring them back. Nothing advertises like the goods themselves. This whole shop is based on the advertising power of the sample."

Booths for the display and sale of coffee, teas, chocolate, etc., are designed with reference to the architecture of the countries producing these commodities. Other goods are displayed on tables, particularly canned and preserved delicacies. At opposite sides of such tables are two chairs. A salesman sits in one and the customer in the other, inspecting, sampling and ordering at her ease. Upstairs in the men's Dutch kitchen are tiny circular lunch counters instead of the long monotonous row so familiar as the type of that questionable convenience. Inside these small round counters, which will accommodate a half-dozen men in a hurry, stand a waitress to serve them. As each man patron of the cafés pays

cigar,
the e
price
the q

his check he is given a paper envelope with a cigar for himself and as many men as may be with him. Some days this is a five-cent

Women may receive a bunch of violets or a daffodil. Meet women wearing the same flower on Chestnut street around noon and it is



THE CHOCOLATE BOOTH.

cigar, other days a ten-center. On the envelope is its name, with the price per hundred, the price each, the quantity in boxes and so forth.

easy to infer that they have been lunching at Acker's Quality Shop. Most Philadelphians do infer. Or the women's souvenir for the day

Acker



Quality

Sat., Fancy California Oranges 20c Doz.

A SPECIAL shipment of large, delicious, juicy oranges, from Arlington Heights, Riverside District, California. But there are only about one thousand dozen.

SATURDAY—20c DOZEN AT THE THREE STORES

OUR growing Fruit trade required the opening of a supplementary Fruit Department in the Sansom St. end of the Quality Shop.

It has quite a tropical appearance.

Have you seen it?

Fancy Fresh Fruits and Specialties

Pink Almería Grapes.... Lb. 25c
Imported Hot House Grapes

Lb. \$1.50

Fresh Strawberries

Box 25c and 75c

Florida Pineapples..... Each 30c

Tangerines Doz. 35c and 50c

Choice Pears..... Doz. 75c

Florida Grape Fruit,

Each 10c; Doz. \$1.00

Florida Grape Fruit,

Each 15c; Doz. \$1.75

Florida Grape Fruit,

Each 18c; Doz. \$2.00

Fresh Mushrooms..... Lb. 75c

Fresh Hot House Tomatoes Lb. 50c

Fresh Cucumbers..... Each 20c

Sat., Junior Vanilla Wafers, 10c Box 5c

DELIGHTFUL Vanilla Wafers—Smaller and daintier than the ordinary.

Regular 35c Lb.

Saturday—10c Trial Box 5c.

Saturday—Pansies 10c—Violets 25c

LILIES of the Valley 50c Dozen; Enchantress and Lawson Carnations 50c Dozen; Daffodils 75c Dozen; Chatney Roses \$2.00 Dozen; American Beauties \$3.00 Dozen.

"80—39—41 Saved"

Finley Acker Co.

Acker Quality Shop
Chestnut and 12th

Terminal Store
Market and 12th

"Old Homestead"
Eighth above Arch

may be a packet of bon-bons. A the business man who has to ten-cent cigar with a thirty-cent stand it. But these are other ways lunch might look unprofitable to of sampling.

"Besides," says Mr. Acker, "I am partial to those things that will establish good fellowship."

The Acker mail-order catalogue is a remarkable volume in which the art of tempting the appetite by printed words and pictures has been developed to a surprising degree. It epitomizes the Quality Shop method. All the staples are there, listed, priced and indexed, but subdued. Throughout the whole book the eye is attracted by specialties in biscuits, confectionery, temperance beverages (the store sells no intoxicants of any kind), buns, cakes, breads, pies, fruits, etc., most of which are not only described, but also shown in small half-tones. There are recipes for making coffee, tea, chocolate, bread, etc., with a running fire of expert gossip on coffee quality, blending, roasting and similar matters. The book is also highly commendable for its arrangement. There is no crowding of items. Everything has a chance to be seen. Paper and the general feeling of the catalogue are agreeable. No woman, probably, can go through it ordering staples without also selecting specialties, and that's the trick.

This catalogue is published at no stated periods, but new editions are got out when enough price changes make it necessary. It is not a cheap book, and could not be published too often. But those who receive a copy are put on the mailing list of a four-page weekly catalogue called *Acker's Weekly*, which corrects prices and offers seasonable foods and delicacies, gifts and novelties each week.

The Acker newspaper advertisements are noteworthy for their fine open display and harmony of general ensemble. The letter in which they are set, known as "Pabst," was specially chosen for them by Mr. Acker because of the size of the capitals. Few capital letters are used in his announcements, for he knows that people do not read capitals naturally. But where the capitals of ordinary type are one-third larger than the

lower-case, the capitals of "Pabst" are half as large. As a consequence, a line of "Pabst" lower-case has half as much white space again as a line of ordinary display type, and the advertisements, while not unduly leaded, appear white and are easy to read.

THE trains of the Southern Pacific are over five hours in passing through Siskiyou, the northernmost county of California. The Chamber of Commerce at Yreka is arranging for a series of signs along the railroad to inform the traveling public about the county that produces over \$1,000,000 in gold every year, not to mention lumber and other products.—*Mert's Magazine*.

THERE is no difficulty in the world that cannot be overcome by the man who hustles.—*Chinese Proverb*.

Taking into consideration the number of copies sold, the character of the circulation and the price charged for advertising, THE CHICAGO RECORD - HERALD is the best advertising medium in the United States. It is the only morning paper in Chicago that tells its circulation every day.

Lincoln Freie Presse

GERMAN WEEKLY,
LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in bookkeeping, postage and electros. Rate, 35 cents.

Actual average circulation 149,281.

TRADE PAPER ADVERTISING.

By Converse D. Marsh.

It is easy enough for anyone to record the fact that trade paper advertising has made material advances during the past ten years, and has made specially marked improvement during the past five years.

I do not believe that, notwithstanding all that has been done, a tithe of what is possible has been accomplished.

House organs flourish; special methods of advertising have increased appropriations to the detriment of the trade press, and back of all this, the large manufacturers throughout the country—capitalists who control—give scant attention to the question of trade paper advertising, and secretly have little respect for it, nor do these prime factors in the advertising appropriations believe that their interests can be materially advanced by liberal publicity in the chosen organs of their trade.

The impulse of every large publisher will be to rise up and dispute this statement, but if he does so, let our friend, the disputant, review the fact that trade paper advertising expenditures by our large manufacturers are but minute, fractional portions of the total sum expended for selling the factories' products.

In several instances of which I have knowledge, the large manufacturing corporations spend, for advertising appropriations, less than one-tenth of one per cent of their gross sales!

Large fortunes are being made by publishers in the field of general publicity, while comparatively small ones are earned by publishers in the specialized or trade journal field.

The makers of the popular magazines can complacently cross their legs, and say that this is not only as it should be, but that it is inevitable, while, on the other hand, trade paper publishers do not seem to have had the spirit to make matters better for themselves. They, too, believe that the

comparatively small position that they occupy is a reasonable one.

Things are not reasonable, merely because they exist.

The complacency of the big brother may be all right, but I do not believe the acquiescence of his financially lesser kindred is.

A little seething unrest should stir the gentle soul of the trade-paper owner.

Why should the monthly, or weekly, created to amuse people, be a wonderful money maker while mainly it advertises cheap, inconsequential things, while the trade paper, the serious exponent of heavy financial interests, is relegated to an obscure corner in the congregation of publications?

The popular magazine reaches hundreds of thousands where the trade paper reaches tens of thousands, but the goods offered for sale, and really sold, through the influence exerted by many trade papers, largely exceeds the volume of trade sold through the influence of the prominent, popular magazines.

If Postum Post was at the head of some great steel company, wouldn't we see the fur fly in the advertising he did, say in the *Iron Age* or the *Engineering Record*?

If the General Electric Company was owned by the Uneda Biscuit crowd, what a serious factor advertising in the *Electrical World* would become.

In the steel and iron business of this country I venture to say that the proportion spent in advertising to influence sales would be but an infinitesimal part of one per cent of the amount of the sales.

Without the means of breaking into the archives of the gentleman who is swaying American breakfast destinies from the magical precincts of Battle Creek, I do not think I will be gainsaid in my estimate that nearly one-half of his total revenue is expended for publicity.

The sales of the General Electric, Westinghouse, and the Allis-Chalmers interests alone, in the electrical world, must in combina-

tion represent over one hundred millions of dollars per annum.

I wonder, if the gentlemen controlling these electrical giants combined, are spending the insignificant sum of fifty thousand dollars per year with the trade papers?

The advertising revenue of such a representative magazine as *McClure's* must be tremendously greater than that of any trade paper. The difference is obvious.

Can the trade papers, representing such important and mighty interests, find adequate excuse for their backward showing when a representative magazine is paid so many more dollars for publicity during the same period?

And all this, in spite of the fact of the incomparably larger field that the trade paper *might* justly claim for its own.

Can it be that the seller of trifles, logically should spend hundreds of thousands of dollars, whereas, the really large business interests, having a much wider field, think they have exhausted the possibilities when they have expended a few pitiful thousands?

Does the reason for this lay accusingly at the door of either the trade paper publisher, or his customer, or should the burden of accusation be shared impartially by both. Somebody has got to shoulder it.

To my mind, neither the publisher, or his advertiser, have yet grasped the latent opportunities that exist in trade paper publicity. It is the duty of the publisher to show these possibilities to the manufacturer if the latter cannot spare the time to study them himself.

In some lines, one single trade publication reaches practically every buyer in the field—every man who can influence an order—and yet the advertiser with millions of dollars of possible sales, is content to merely play with the trade paper advertising proposition.

What likewise shall be said of the lack of advertising by the thousands of smaller manufacturers of machinery who could be

benefited even more than the few large manufacturers by a greater amount of, and more intelligent, publicity?

Speaking broadly, I don't believe that the presidents and board of directors of our average manufacturing corporations, give five minutes' heed a year to trade papers, or what the trade papers can do for them. They are content to spend a few thousand dollars in advertising account, and let it go at that. They show that they have no respect for their publicity departments, because the salaries of the managers of such departments are invariably the lowest paid heads by many thousands of dollars of any departments maintained, and the advertising counselor is indeed a *vara avis*.

They think enough in other directions about making sales, but no single force in the trade paper field has yet grappled with them, struck them squarely between the eyes, and made them sit up and take notice that a great force was at their door—a wonderful force and factor that could be utilized in increasing their sales. Because in the multitude of their duties the heads of manufacturing organizations omit any consideration of advertising, will the publishers of the trade press be content to maintain the position allotted them?

Let the trade paper brother gird up his loins, and himself carry the war into Africa, if I may be allowed to so quickly shift my suggestion.

In plain, practical, every-day English, I would say that it is up to the trade paper publisher to himself devise selling plans through publicity, and bring them to the attention of his customers, big and little.

Then, too, let him make his reading columns more attractive to the real people who buy the kind of goods that his advertisers have to sell. This makes an abrupt termination but it contains enough of thought to induce me to cease writing.

THE MARCH MAGAZINES.

Houghton, Mifflin & Co. have issued a fine portrait catalogue of the books published by their house which is virtually a catalogue of American literature. A brief history of the house is given, and also of the *Atlantic Monthly*. While this magazine was founded in 1857, it has been owned by the present publishers only since 1873. Houghton, Mifflin & Co. began business in 1864, and for fourteen years, from 1864 to 1878, had their headquarters in New York City. In 1878 a union was made with the Boston firm of James R. Osgood & Co., successors to the famous Ticknor & Fields, thus acquiring the books of Emerson, Longfellow, Holmes, Lowell, Thoreau, Whittier, Hawthorne, etc. During its first year of business this house established a periodical known as the *Riverside Magazine*, of the highest literary excellence, but short-lived. Its predecessors, too, had other periodicals that are not remembered now, one of which was *Every Saturday*, a weekly made up of excerpts from the English magazines. Arrangements have lately been made whereby the old house of Archibald Constable & Co., the London publishers, will handle the English edition of the *Atlantic Monthly*, together with the Houghton-Mifflin books.

* * *

The first issue of Mr. Munsey's new *Scrap Book* has a number of old favorites from dead-and-gone publications, but arranged with an eye to "news interest. The name has character that could be utilized to great advantage in design, lay-out, advertising, etc., as well as contents. One of the most interesting magazines ever made in this country was *Current Literature* in the early days when it was edited by George W. Cable. A department of verse called "Treasure Trove" carried out the scrap book idea to perfection, and the whole had a character that gave it direct appeal to the best

part of the reading public. Yet it might be said for Mr. Munsey that he knows his own public, and

ADVERTISING IN LEADING MONTHLY MAGAZINES FOR MARCH.

(Exclusive of Publishers' own advertising—asterisks [*] indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
Motor (cols.).....	284	47,474
McClure's.....	187	42,088
Review of Reviews.....	144	32,216
*Everybody's.....	143	32,150
Munsey's.....	142	31,864
System (Feb.).....	130	29,232
*Country Life in America (cols.).....	156	26,910
*Ladies' Home Journal (cols.).....	134	26,800
Harper's Monthly.....	112	25,112
Cosmopolitan.....	111	24,964
*Century.....	110	24,752
Scribner's.....	110	24,708
*Delineator (cols.).....	109	22,740
Sunset (Feb.).....	103	22,400
American Illustrated Magazine.....	96	21,504
Good Housekeeping.....	90	20,234
National Magazine.....	78	17,472
Out West (Feb.).....	78	17,472
Business Man's Magazine (Feb.).....	77	17,304
World's Work.....	75	17,002
Normal Instructor (cols.)..	98	16,670
*Four-Track News.....	73	16,352
Success (cols.).....	95	16,340
Woman's Home Companion (cols.).....	81	16,256
World To-Day.....	68	15,400
Outing Magazine.....	68	15,301
Garden Magazine (cols.)..	105	15,200
*Designer (cols.).....	102	13,692
Ainslee's.....	61	13,664
Metropolitan.....	60	13,440
Red Book.....	60	13,440
Ladies' World (cols.).....	67	13,416
*New Idea Woman's Magazine (cols.).....	98	13,222
Pearson's.....	58	12,992
*Woman's Magazine (cols.)	70	12,140
Harper's Bazaar.....	51	11,536
Technical World Magazine.....	50	11,396
*Housekeeper (cols.).....	56	11,212
Reader.....	50	11,200
Men and Women (Feb. cols.).....	52	10,499
Argosy.....	46	10,304
Lippincott's.....	44	9,988
Outdoor Life (Feb.).....	43	9,568
All-Story Magazine.....	42	9,408
Appleton's Booklovers Magazine.....	42	9,408
Strand.....	41	9,240
Overland Monthly (Feb.)..	41	9,184
Atlantic Monthly.....	41	9,184
Suburban Life (cols.)....	51	8,676
Etude (Feb. cols.).....	43	7,229
Theatre (cols.).....	41	7,016
House Beautiful (Feb. cols.).....	48	6,949
Recreation (Feb.).....	39	6,700
Farming (cols.).....	45	6,560
Gunter's Magazine.....	23	5,320
Popular Magazine.....	23	5,264
Scrap Book.....	20	4,480
Smart Set.....	19	4,424
Smith's Magazine.....	18	4,032
Twentieth Century (cols.)	22	3,554
*St. Nicholas.....	12	2,688
Philistine (Feb.).....	23	1,410

ADVERTISING IN LEADING WEEKLY MAGAZINES FOR FEBRUARY.

(Exclusive of Publishers' own advertising—asterisks [*] indicate magazines that state their advertising space is sold only for cash.)

Week ending February 3:

	Cols.	Ag. Lines
*Life.....	65	9,130
Independent (pages).....	38	8,512
*Saturday Evening Post...	44	7,622
Collier's.....	38	7,258
Literary Digest.....	49	6,993
Vogue.....	41	6,405
Churchman.....	33	5,412
*Christian Herald.....	24	4,202
*Scientific American.....	21	4,197
Town Topics.....	25	4,159
Outlook (pages).....	17	3,949
*Public Opinion.....	28	3,920
*Associated Sunday Magazine.....	21	3,885
Leslie's Weekly.....	15	3,146
Harper's Weekly.....	13	2,107
Illustrated Outdoor News	11	1,927

Week ending February 10:

*Saturday Evening Post...	51	8,673
Collier's.....	39	7,410
Vogue.....	38	5,936
*Associated Sunday Magazine.....	20	5,401
Independent (pages).....	24	5,378
Literary Digest.....	36	5,227
*Christian Herald.....	29	4,994
Outlook (pages).....	21	4,764
*Scientific American.....	20	3,964
Churchman.....	23	3,816
Illustrated Outdoor News	19	3,304
Town Topics.....	19	3,250
*Life.....	22	3,073
*Public Opinion.....	21	2,949
Leslie's Weekly.....	14	2,859
Harper's Weekly.....	15	2,554

Week ending February 17:

Collier's.....	51	9,720
*Saturday Evening Post...	42	7,140
Literary Digest.....	44	6,238
*Life.....	40	5,622
*Associated Sunday Magazine.....	28	5,155
Independent (pages).....	19	4,256
Churchman.....	26	4,209
Town Topics.....	25	4,132
Vogue.....	26	4,077
*Scientific American.....	20	3,960
*Christian Herald.....	22	3,867
Outlook (pages).....	16	3,734
Leslie's Weekly.....	18	3,617
*Public Opinion.....	25	3,590
Harper's Weekly.....	12	2,066
Illustrated Outdoor News	12	2,030

Week ending February 24:

Vogue.....	260	40,608
Outlook (pages).....	72	16,240
*Saturday Evening Post...	62	10,635
Collier's.....	51	9,690
Literary Digest.....	44	6,335
Independent (pages).....	24	5,376
*Scientific American.....	22	4,512
Leslie's Weekly.....	21	4,269
*Associated Sunday Magazine.....	22	3,968
*Christian Herald.....	21	3,686
*Public Opinion.....	25	3,573
Churchman.....	20	3,316
Town Topics.....	19	3,262
*Life.....	19	2,745
Harper's Weekly.....	14	2,365
Illustrated Outdoor News	11	1,937

Totals for February:

Vogue.....	57,020
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Ag. Lines

Collier's.....	34,078
*Saturday Evening Post...	34,070
Outlook.....	28,687
Literary Digest.....	24,793
Independent.....	23,520
*Life.....	20,570
*Associated Sunday Magazine.....	18,409
Churchman.....	16,753
*Christian Herald.....	16,749
*Scientific American.....	16,634
Town Topics.....	14,809
*Public Opinion.....	14,023
Leslie's Weekly.....	13,891
Illustrated Outdoor News	9,178
Harper's Weekly.....	9,092

the public he knows is not the one that took a few thousand copies of *Current Literature* when it was young. The *Scrap Book's* advertising rate for the present is \$200 a page, \$1 a line.

* * *

With all our big circulations and popular monthlies and weeklies, we are the merest amateurs in magazine publishing compared with the three leading magazine publishers of London. Sir Alfred Harmsworth, who has just decided to take the title of Baron Northcliffe, is the largest shareholder in the Associated Newspapers, Ltd., and Amalgamated Press, Ltd., and besides the *London Evening News*, *Daily Mail*, *Observer*, *Daily Mirror* (a woman's newspaper), the *London Weekly Dispatch*, the *Glasgow Daily Record*, *Leeds Mercury*, *Manchester Courier*, etc., owns a list of magazines comprising *Vanity Fair*, *London Magazine*, *The World and His Wife*, *Connoisseur*, *Sale Prices*, *Harmsworth Encyclopedia*, *Harmsworth Self-Educator*, *Answers*, *Comic Cuts*, *Home Chat*, *Home Companion*, *Horner's Stories*, *Boys' Friend*, *Woman's World*, *Marvel Library*, *Heartsease Library*, *Girls' Friend*, *Butterfly*, *Handy Library*, *Sunday Circle*, *Horner's Weekly*, *Country Side*, *Sunday Stories*, *Chips*, *Forget-Me-Not*, *Horner's Pocket Library*, *Boys' Herald*, *Union Jack*, *Sunday Companion*, *Home Circle*, *Golden Stories*, *Penny Pictorial Magazine*, *Puck*, *Jester*, *Pluck Library*, *Boys' Realm*, etc. His list includes everything from art and literary reviews to dime-novels.

Sir George Newnes, another titled publisher, has the *Strand*, *Grand Magazine*, *Wide World Magazine*, *Sunday Strand*, *Woman's Life*, *Country Life*, *Captain*, *Ladies' Field*, *Tit-Bits*, *G. B. Fry's Magazine*, *The King*, etc., and has just established the *Magazine of Fine Arts*, a review that will rank with the choicest periodicals in an exclusive field. More than any other British publisher he has succeeded in entering the American field. Mr. Pearson hasn't been knighted yet, but doubtless will be. He is already a peer among publishers, owning the *London Daily Standard*, *London Evening Standard*, *Daily Express*, *Birmingham Gazette and Express*, *Birmingham Despatch*, *Birmingham Weekly Mercury*, *Birmingham Sports Argus*, *Leicester Evening News*, *Newcastle-on-Tyne North Mail*, and a chain of magazines that includes *Pearson's*, *M. A. P.*, *Home Notes*, *Smith's Weekly*, *Rapid Review*, *Royal*, *Pearson's Weekly*, *Big Budget* and the *Novel Magazine*. The distinctive thing about these three publishers is that they seem to occupy the whole publishing field—boys' and girls' publications, women's magazines, sporting papers, literary reviews, comic weeklies, providing magazines for all classes and prices. On this side the water, while some publishers have made notable successes in special fields, hardly any have attempted to go outside the class or territory where their success was made.

MAGAZINE NOTES.

Pearson's has established a bureau of travel to back up hotel and transportation advertising.

Scribner's is to have a new twelve-story building at 311-319 West 43d street, costing \$300,000.

The *Twentieth Century* has dropped the word "Home" from its title, and now has a name that is not only strong, but one to live up to.

The price of *Recreation* has been raised to fifteen cents, and the yearly subscription rate also goes up to \$1.50 immediately. *Suburban Life* will be fifteen cents, too, in April.

Joe M. Chapple, publisher of the *National Magazine*, is in Mexico for his publication.

The *Metropolitan Magazine* has entered on a subscription campaign which will involve the use of over 1,250,000 lines of advertising in daily papers.

Harper's Chicago office is now in charge of Frank B. Sniffen, formerly on the New York staff of that house. He succeeds John Finucan.

A fire in the Parker Building, 225 Fourth avenue, New York, on February 5, caused damage to the editorial rooms of *Judge* and the retail department of *Collier's*.

Success now appears on newsstands much earlier than formerly, about the 18th of the month. Advertising copy must consequently be in by the 25th at the latest.

Charles Dwyer, who has been editor of the *Delineator* for more than twenty years, has resigned that post owing to a difference of opinion regarding editorial policy.

Pittsburg, imitating Chicago, is to have a magazine treating of her industries and advantages as a market. Chas. E. Wigginton will be editor, and *Industrial Magazine* the title.

A libel suit has been brought against *McClure's* by Andrew L. Smith, of Pennsylvania, on account of revelations of college athletics graft made in that magazine. No damages are named.

Vim and *Health*, two New York monthlies whose purpose is denoted by their names, have been consolidated. It is not stated whether *Vim* has been put into *Health* or health into *Vim*. But they seem to go well together.

Health-Culture, New York, a magazine of practical hygiene edited by W. R. C. Latson, M. D., states that its present edition is guaranteed to be not less than 15,000 copies monthly, with a rate of \$30 per page.

The Colgate interests recently offered to purchase the back pages of the *Butterick Trio*, it is said, making a contract for three years. The *Butterick* people refused to tie the pages up to a single contract for so long a time.

Mrs. Harriet E. Fayes, a fashion editor of the *Dry Goods Economist*, has assumed the editorship of a new quarterly the *Ladies' Home Journal Style Book*, which will be issued in the interest of *Ladies' Home Journal* patterns.

"Mr. Barnes of New York" was one of Archibald Clavering Gunter's most famous characters. He now announces that "Mr. Barnes of New York" will have charge of the advertising department of *Gunter's Magazine*—or, in his proper person, C. Bull, formerly of *Everybody's*.

March *Everybody's* has an article on the late Marshall Field that is worth reading for its light on retail policy.

"Defects in the Postal System" is an interesting series of articles by Henry A. Castle, former auditor of the Post-office Department, running in *Harper's Weekly*. They are sane and based on experience.

The *New England Magazine*, Boston, will soon be 150 years old, dating from August, 1758, when it was established at the Hub by Benjamin Mocom. A booklet issued by the present publishers gives quaint extracts from early numbers.

Toronto's society magazine, *Saturday Night*, has been sold by its founder, E. E. Sheppard, to H. Gagnier, a Toronto publisher well-known in the trade paper field. *Every Saturday* brought \$50,000, and will retain its former editorial character.

Richard Watson Gilder, editor of the *Century*, has just celebrated his sixty-second birthday. He has been in his present position since the magazine took its name in 1881, and was before that the editor for ten years of the old *Scribner's*, on which the *Century* was founded.

Magazines and other publications are closely examined in the Pittsburg public libraries for pictures that will interest children, says the *Fourth Estate*. Such illustrations are mounted on heavy steel-gray paper and displayed on bulletin boards in the rooms used by young readers.

No magazine excels the *Delineator* in the beauty of its 1906 covers. In color, design and—what is most important—newsstand effect, they are of high merit. Guernsey Moore, who has drawn the whole series used so far, was formerly art editor of the *Saturday Evening Post*.

M. A. P. in America is the name of a slim new monthly seen on the newsstands. A Yankee adaptation of the British *M. A. P.* (mainly about people), it is published at 41 Union Square by Edwin Wildman, a former correspondent of *Leslie's Weekly*. It seems to fill no long-felt want.

One of the daily features of the *London Times*, and a good one, is the scrap of news from that paper 100 years ago. *Leslie's Weekly* has adopted the idea since its fiftieth anniversary, and prints weekly illustrations half a century old, with echoes of the leading news events of its first year.

The *Colliers* state that their recent litigation with Colonel Mann, publisher of *Town Topics*, cost them \$75,000, but that they consider the money well-spent and mean to follow up their lead by attacks on certain unnamed publications that are said to exist by a combination of society news and blackmail.

The April issue of the *Garden Magazine* will be a special double number, selling at twenty-five cents. Spring planting is the subject. Judging from the quantity of advertising carried by this one-year-old in March the April issue will rank with the leading monthlies of standard size.

The *Cosmopolitan* has started two fashion departments in its advertising section, one for men and the other for women. *Munsey's* begins several new departments in the advertising section, too. There are signs that the solid advertising in standard-size magazines is to be broken up with reading.

To back up the lavish advertising of the Southern Pacific, all of which hinges on the road's magazine, *Sunset*, the latter has issued one of the most elaborate and artistic of books, "The Road of a Thousand Wonders," containing seventy-two pages of colored illustrations of the Southern Pacific's territory.

Writing of Nome and the residents of Alaska, in the *Illustrated Outdoor News*, W. H. Feeny states that the mail-order trade there is extensive in proportion to population. "People wear the best that can be ordered by mail from the stores of 'Frisco and Seattle; there is little shoddy worn in a country where a dollar is like the two-bit piece in San Francisco."

The *Illustrated Outdoor News* will raise its advertising rates this month. Evidently the recent change of name, with the substitution of "outdoor" for "sporting," has brought this weekly more readers. Its publisher states that it has many readers in the army, navy and national guard, especially in the East. The *Illustrated Outdoor News* will soon be three years old.

It is a good many months since *Everybody's* has had a cover so appropriate and striking as that on the March issue. Readers of *PRINTERS' INK* will note its resemblance to the familiar picture. "In Philadelphia Nearly Everybody Reads the *Bulletin*," composed for the Philadelphia *Bulletin* by the Ireland agency, of that city. But the idea is older than the *Bulletin's* picture, and belongs particularly to *Everybody's*.

Large inset advertisements in magazines are often offensively ugly. Advertisers spend money on color plates, but not design, and on paper, but not good presswork. The recent four-page inset in the Butterick Trio, advertising ready-cut clothes, was an example of a poor inset, and in the March issues of the *Delineator*, *Designer* and *New Idea Magazine* is an example of a good one—the Pond's Extract Soap advertising, which is confined to type, one color and a tint. It is one of the best things of its sort, typographically, that has ever appeared in the magazines.

Three short, vigorous papers on the parcels post question, originally published in the *Philistine*, have been printed in a pamphlet by the Roycroft Shop, and are sold for distribution to anyone who wants to take up a cudgel for this convenience. The distributor's own ad will be printed on the cover in thousand lots.

In an article on immigration, in the *March Technical World*, is given considerable information about the railroads' efforts to divert emigrants to the new country in the West and Southwest, as well as their work abroad. Broughton Brandenburg, an authority on immigration, finds that this sort of promotion work is not conducted along the best lines.

Joseph Knapp and others interested in the American Lithographic Co., New York, are said to be in possession of the Crowell Publishing Co., Springfield, O., publishers of the *Woman's Home Companion*. The business was recently incorporated in New Jersey with capital stock of \$1,750,000. John Howley, for the past five years one of the staff of the Presbrey agency, New York, has been made business manager of the *Woman's Home Companion*, moving to Springfield.

Everybody's has prepared a leaflet and a pamphlet, "How to Advertise in a Small Way," to be used in promoting the use of its want ads. Its contents are also printed in *Everybody's*, *PRINTERS' INK*, *System*, *Bookkeeper*, *Technical World*, *Square Deal*, *Judicious Advertising*, *Profitable Advertising* and *Mertis's Magazine*. During the month of March this leaflet will also be advertised in newspapers throughout the country to feed the magazine's growing want ad pages. Ten pages of classified were printed this month.

The *National Magazine* for February gave a fine lesson in the art of turning a brickbat into a bouquet. The *New York Evening Post* devoted one of its most erudite and pleasantly sarcastic editorials to Mr. Chapple's encyclopedia of "heart-throbs." In the *Post* the humor was easily apparent. But the *National* enlarged the editorial two diameters, spread it over four pages, and without exclusion, evidently, it made as strong an endorsement as one could wish. Verily, words are not always what they seem.

The *Dial*, Chicago, has an excellent idea. Under the title of *What's in the Magazines* it issues, soon after the leading monthlies are out, a pocket pamphlet selling for five cents which indexes the contents of nineteen magazines—*Appleton's*, *Arena*, *Atlantic*, *Century*, *Cosmopolitan*, *Country Life*, *Critic*, *Everybody's*, *Harper's*, *International Studio*, *Ladies' Home Journal*, *Lippincott's*, *McClure's*, *Metropolitan*, *North American Review*, *Outing Magazine*,

Reader, *Scribner's* and *World To-Day*. First the contents pages of each magazine are given in full. Then the contents of all are given in alphabetical groups under Art, Poetry, Fiction, Outdoors, Politics, Travel, Games, etc. A reader interested in a particular subject can follow it through leading periodicals. But the pamphlet should index such magazines as *Bookman*, *World's Work*, *Good Housekeeping*, *American Illustrated*, *Review of Reviews*, *De-lin-eator*, *House Beautiful*, *Motor*, *Theater*, all of which are of excellence equal to magazines already on the list.

A new process of making half-tones from photos, wash drawings, etc., without the use of a screen was described recently in *Cosmos*, of Paris. *Public Opinion* translates part of the article: Most of the plates from which illustrations are made to-day make use of a screen; that is, the photograph is made on a sensitized plate through a glass plate on which lines have been cut forming a multitude of tiny squares. The resulting picture is divided into squares varying in size according to the screen used. Such illustrations are cold and without life, they reproduce the original without regard to the delicacy of the design; the screen covers all indiscriminately with its uniform web, giving the engraving a heavy and unsatisfactory appearance. The problem is to get rid of the screen, and many more or less successful efforts have been made to this end. One solution lies in the patent of a Munich painter by the name of Emmanuel Spitzer, who has succeeded in reproducing pictures without the use of the screen. For this purpose the metal plate is carefully polished and covered with a bed of bi-chromatic gelatine; the negative is then put directly on the plate thus sensitized and is exposed to the sun or other light. The plate is then given the acid bath and after this is ready for the impression. The first acid bath is performed as in ordinary plate-making, with the important difference that the bed of gelatine, uniformly thick all over, varies in hardness according to the different qualities of the negative. The work of the acid begins at the dark portions of the plate and continues successively to the portions which are both the lightest and the hardest, and the complete operation is one of graduated acid baths. *Cosmos* says that the superiority of the Spitzer method lies in the fact that since the reproduction of the half-tones of the original is performed without the use of a screen, the problems which baffle the engraver are solved by this scheme in the simplest manner. The reproduction of the smallest photograph, of miniatures, or of objects in which the tiny details have the largest part, as in the case of tissues, is done by this method perfectly. The Spitzer process is also peculiarly adapted for color work, and when used for this purpose the plate produces a picture clear and full of life.

CROWELL PUBLISHING COMPANY REORGANIZED

NEW YORK INTERESTS HEADED BY
GEO. H. HAZEN SECURES CONTROL
OF THE "WOMAN'S HOME
COMPANION" AND "FARM
AND FIRESIDE."

Following close upon a confidential circular issued by Pomroy Bros., brokers, of 25 Pine street, New York City, offering for subscription a limited amount of the preferred and common stock of the Crowell Publishing Company, of Springfield, Ohio, comes the announcement that the controlling interest in this company has been secured by New York men headed by Geo. H. Hazen. The executive force of the reorganized company is as follows:

President, George H. Hazen; 1st vice-president, J. S. Crowell; 2d vice-president, S. Keith Evans; general manager, John H. Hawley; secretary, Frederick L. Collins; treasurer, Robert B. Donaldson.

PLANS OF THE NEW COMPANY.

To a reporter of PRINTERS' INK Mr. Hazen said: "The reorganization of the Crowell Publishing Company was due to the fact that Mr. Crowell, the founder of the company and for more than thirty years the active head of the business, desired to devote his personal attention to other important business interests and felt the need of associating with him some younger men, so that he might be relieved of a burden that had become too great for one man to carry. As first vice-president Mr. Crowell will give the new company the benefit of his many years of experience, leaving to the younger men the more strenuous work connected with the editorial, advertising and circulation departments of the *Woman's Home Companion* and *Farm and Fireside*."

Mr. Hazen was asked if the publication office would be removed to New York. "No," he said, "we have in Springfield, Ohio, an excellent plant valued at several hundred thousand dollars and giving employment to some 300 persons. Springfield is nearly the center of population of the United States and the mailing facilities are all that could be desired. The manufactur-

ing departments will remain there. The editorial and advertising departments are already located in New York City—the editorial offices at 35 West 21st street, and the advertising offices at 41 Park Row. Mr. Arthur Vance, the present editor will remain. His policy is sane and sound." Speaking of the subscription price of the *Woman's Home Companion*—one dollar a year—Mr. Hazen said that no increase was contemplated. The gain in circulation during the present subscription season has been very gratifying. The present circulation exceeds half a million copies a month and it is believed that this will be considerably increased when the intrinsic merits of the publication are properly presented to the public.

The *Woman's Home Companion* is the oldest of existing household magazines. Its publication was assumed in 1875 by Mast, Crowell & Kirkpatrick, the editorial office at that time being a hall bed room. The growth of the paper, slow at first, increased as the merits of the publication began to be recognized, but as late as 1895, twenty-two years after it was first started, it had not yet attained to a circulation of 200,000 copies. From that date, however, it began to forge rapidly ahead. Its circulation passed the 200,000 mark in 1896, reached 300,000 in 1898, 400,000 in 1904 and 500,000 in January of the present year.

THE MEN IN CHARGE.

Speaking of the gentlemen associated with him in the management of the new company Mr. Hazen said: "The first vice-president, Mr. J. S. Crowell, was—as you know—the founder of the Crowell Publishing Company and until recently held the controlling interest in it. He is widely known in advertising and publishing circles and will continue to have a personal interest in the future of the new company."

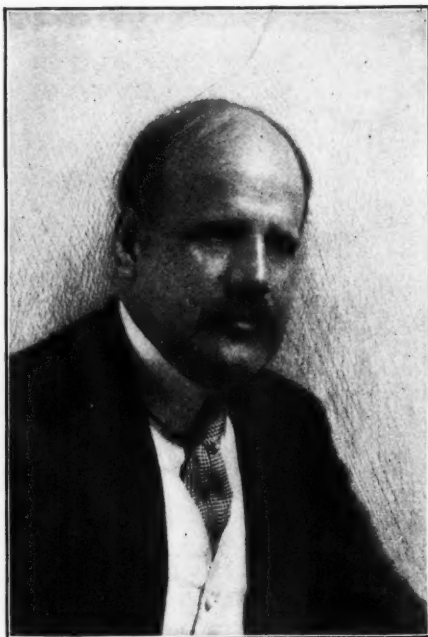
"Mr. S. Keith Evans, the second vice-president, is an advertising man of wide experience who for several years had entire charge of the financial department of the New York *Evening Post*. He has also been advertising manager of the *Review of Reviews* and the *Country Calendar*. Mr. Evans will be

in charge of the advertising department of the Crowell Publishing Company.

"Mr. John H. Hawley, our general manager, is well known as a successful advertising man, having been for many years associated with the Frank Presbrey Company. He has developed the accounts of some of the largest advertisers in the country and his progressive methods and accurate knowledge have contributed to the success of

wide acquaintance thus gained will prove immensely valuable in increasing the circulations of the *Woman's Home Companion* and *Farm and Fireside*. Mr. Collins has also done much editorial work and in connection with his other duties will assume the editorial direction of *Farm and Fireside*.

"Mr. Robert M. Donaldson is not an advertising man. He has been for many years and is still closely connected with large financial in-



GEORGE H. HAZEN.

a number of notable advertising campaigns.

"Our secretary, Mr. Frederick L. Collins, was business manager of the *Country Calendar* before its consolidation with *Country Life in America*, and has also been connected with the *Review of Reviews* and the *Outing Magazine*. It was while he was associated with *Outing* that he achieved his reputation as a builder of circulation. Mr. Collins has traveled all over the country studying the news-stand situation, and the experience and

terests. At the election of officers Mr. Donaldson was chosen to fill the position of treasurer."

GEORGE H. HAZEN.

An intimate friend of Mr. Hazen's who was asked to supply a brief sketch of him to accompany the portrait printed in connection with this article says: "George H. Hazen, who has become the president of the Crowell Publishing Company, is still a comparatively young man, but with more than twenty years' active advertising experience to his credit. He was

born in Haddon, Connecticut, graduated from the University of the City of New York, in the spring of 1881, and in October of the same year went with the Century Company, where he has remained ever since. To describe him simply as the advertising manager of *The Century* and *St. Nicholas* magazines hardly indicates the importance of the position he occupies, for in many ways, apart from the advertising field, his judgment and experience have contributed in no small measure to the success of The Century Company's enterprises. Perhaps the best indication of the esteem in which he is held by that company is to be found in the fact that in assuming the presidency of the Crowell Publishing Company he does so without severing his connection with *The Century*.

"Every one who knows Hazen will agree with me when I say that he is not only one of the best known advertising men, but one of the best beloved. He has been described as 'the friend of the man out of a job,' and it is a fact that there are many men occupying important positions to-day in the advertising world who owe their start to his timely recommendation. If you want to add anything to these brief notes you might say that Hazen is a decidedly sociable fellow and is a member of the Chicago Club, the Union League Club of Philadelphia, the Union Club of Boston, and of the Aldine, Grolier, Hardware, University and Sphinx clubs of New York City."

Don't simply claim specialty for your store, but make mention of things that are special. An ad that lacks speciality is no better than a store sign. It simply makes known the fact that you are in business. A good advertisement is full of special appeal, and creates not merely a general, but a particular interest in your store and goods.—*Rhode Island Advertiser*.

A GOOD way to write an ad is to jot down in the rough the ideas that occur to you, and then select the most important or most telling statement in the lot and begin with that. A good advertiser tries to "get there with both feet" in the first sentence. The next thing of course, is to keep there.—*Rhode Island Advertiser*.

THE speakers at the fourth annual dinner of the Space Club of Chicago held at the Chicago Athletic Association, December 28, 1905, were Professor Walter Dill Scott, of the Northwestern University and Mr. Richard Henry Little, who was the war correspondent of the Chicago *Daily News* during the late unpleasantness in the Far East. Professor Scott spoke on the subject of advertising, emphasizing the fact that the use of large space pays. He showed that the total number of advertisers in a certain leading magazine had decreased materially in the past ten years while on the other hand the total amount of space used had increased. Mr. Little, who spoke on the Japanese-Russian war, assured his listeners that the success of the Japanese was largely due to the fact that they distributed throughout Manchuria handbills advertising the beauties of Japan, the comforts of Japanese military prisons, and assured the Russian soldiers that any prisoners captured would be well treated. Mr. L. B. Sherman, of the *Railroad Gazette*, is president of the Space Club, Mr. L. S. Louer, of the *Engineering Record*, vice-president; Mr. L. A. Greene of the *Mining and Scientific Press*, secretary, and Mr. J. N. Reynolds of the *Railway Age*, treasurer.

ADVERTISING a lie makes it bigger.—*Saturday Evening Post*.

On Feb. 26th

The Des Moines Capital

published more than four pages in a single issue for a single advertiser. This is the largest amount of advertising ever published in an Iowa newspaper for one advertiser at one time, and twice as much as was ever published in Des Moines before. The firm using this amount of space was Wilkins Bros., Dry Goods merchants, and the advertising was in connection with a mill end remnant sale. In previous years they had used a circular of the same size. The CAPITAL's city circulation is now so large that they can get better circulation and at a lower cost than by the old circularizing method. The CAPITAL's city circulation is almost perfect. It is absolutely essential for any advertising to cover Des Moines.

EASTERN OFFICES:

NEW YORK, CHICAGO,
166 World Building. 87 Washington St.
LAFAYETTE YOUNG, Publisher.

BUILDING MATERIALS—A GOLDEN CHANCE FOR ADVERTISERS.

When the average man builds a house he does little if any real investigating of the various building materials for which he is paying, until after the house is built—he leaves practically everything of a "technical" character to his architect. The average architect is, however, more or less influenced by prejudice, and has usually but little time or inclination to discuss such subjects with his client. The specifications of the architect may also be influenced by self-interest—by a commission, or some promise of future business, etc. In either case, the architect is not likely to specify the best particular building materials for his client, even if only because present conditions are not such as to keep the average architect informed regarding improvements in old products and new products just being introduced.

The logical result is that very few built-to-order houses will suit, wear and last as they should last, and as they would if, before starting to build, the client had investigated for himself all of the materials to be used. This would not only save a lot of time and worry to the architect, and help him to please his client more fully, but it would also eliminate a good deal of unnecessary repairs and alterations after the house is built.

When you stop to think that from 25,000 to 50,000 houses, costing \$10,000 or more, are built every year on this unsatisfactory and expensive basis—to say nothing of thousands of stores, factories, churches and other large buildings—it is apparent that there is practically an unlimited field for manufacturers of building materials to "educate" the prospective builder, by means of good advertising, and lead the prospective builder to investigate for himself, before he builds, the various building materials he will need. Few manufacturers of building materials have as yet realized this enormous field for successfully advertising their goods to the public in general, and to prospective builders in particular. Take up almost any good ar-

chitect or building trade paper and you will find from 50 to 250 different manufacturers, advertising building materials and specialties of various kinds. Take up any of the good general magazines, however, and out of 150 or 200 pages of miscellaneous advertising, you will find no more than 4 or 5 pages devoted to the advertising of building materials and specialties, and even these few pages are confined principally to the advertising of manufacturers of heating and plumbing specialties, water supply systems and a few paint and varnish specialties. These are, however, only a few of hundreds of different materials which could be advertised direct to the public, and advertised successfully, such as:

Air Valves, Architectural Stucco Relief, Architectural Wood Work, Artificial Stone, Brick, Brick Stains, Cement, Ceramic Tile, Clothes Dryer, Columns (Lock Joint), Decorators, Disinfecting Apparatus, Door Hangers, Dumb-Waiters, Electric Lighting Equipment, Elevators, Enamel, Enameled Metal, Tiling, Fencing, Filters, Fireplace Fixtures, Fireproof Doors and Shutters, Fireproofing, Fireproof Windows, Fireproof Wood, Gas and Electric Fixtures, Greenhouses, Hardwood Floors, Hinges and Butts, Intercommunicating Telephones, Iron and Metal Workers, Kalsomine, Kitchen Equipment, Laundry Machinery, Lighting Fixtures, Mantels, Marble, Marble (Artificial), Metal Lath, Metal Roofing, Mosaic Wood Floors, Ornamental Ironwork, Paints, Parquet Flooring, Plaster Board, Plumbing Fixtures, Polish (Floor), Porcelain Enameled Bath, Porcelain Enameled Paint, Radiators, Refrigerators, Roofing Slate, Roofing Tiles, Roofing Tin, Rubber Tiling, Rugs, Sash Cord, Shingle Stains, Skylight Lift, Sound Deadeners, Stained and Leaded Glass, Stucco Board, Terra Cotta, Vacuum Steam Heating, Varnish, Ventilators, Wall and Ceiling Finishes, Wall Hangings, Water Filters, Waterproof Wall Covering, Weather Strips, Window Ventilating Locks, Wire Glass Windows, Wire Lath, Wood Carving, Wood Fireproofing, Yellow Pine Lumber.

All these and many others can be and should be advertised, and while a large advertising appropriation for this purpose is neither necessary nor advisable, a couple of thousand dollars a year, properly used, would be a wise investment, an investment which would pay not only in direct increase of sales, but also in the inestimable increase it would give to the value of the firm name and trademark as a business asset, as well as the direct effect such an advertising campaign to the consumer would also have upon architects, dealers, jobbers, and the trade in general.

STANLEY L. WILCOX.

A Roll of Honor

(FOURTH YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the Roll of Honor of the last named character are marked with an (*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$30.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

Publications which have sought and obtained the Guarantee Star have the privilege of using the star emblem in their advertisements in the Roll of Honor at the regular rates of twenty cents a line. The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032.
Birmingham, Ledger, dy. Average for 1905, 22,069. Best advertising medium in Alabama.

ARIZONA.

Phoenix, Republican, Daily aver. 1904 6,839. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith, Times, dy. Act. av. 1905, 2,781. Actual aver. for Oct., Nov. and Dec., 1905, 5,965.

CALIFORNIA.

Fresno, Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1905, 22,530.

Oakland, Herald, Average

1905, 10,260. Only Pacific Coast

daily circulation guaranteed by Rowell's American Newspaper Directory.

Oakland, Tribune, evening. Average for 12 months ending December 31, 1905, daily 13,481.

The Billboard, America's Leading Theatrical Weekly, San Francisco office, 37 Pbelan, 806 Market St. Rube Cohen, Mgr.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending Dec. 1905, 62,941; Sunday, 88,815.

San Francisco, Sunset Magazine, monthly, literary; two hundred and eight pages, 5x8. Circulation: 1904, 48,910; 11 months 1905, 59,545. Home Offices, 431 California Street.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,575.

COLORADO.

Denver, Clay's Review, weekly; Perry A. Clay. Actual aver. for 1904, 10,926, for 1905, 11,688.

Denver, Post, daily. Post Printing and Publishing Co. Aver. for 1905, 44,320; Sy. 60,104. Average for Jan. 1906, dy. 47,727; Sy. 64,776.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

CONNECTICUT.

Ansonia, Sentinel, dy. Aver. for 1905, 5,022. E. Katz, Spec. Agt., N. Y.

Bridgeport, Evening Post. Sworn daily av. 1905, 11,025. E. Katz, Spec. Agt., N. Y.

Bridgeport, Telegram-Union. Sworn daily av. 1905, 10,171. E. Katz, Spec. Agt., N. Y.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1905, 13,711; Sunday, 11,811.

New Haven, Palladium, dy. Aver. 1904, 7,857; 1905, 8,686. E. Katz, Sp. Agt., N. Y.

New Haven, Union. Average 1905, 16,209. Dec., 1905, 16,388. E. Katz, Spec. Agt., N. Y.

New London, Day, ev'g. Aver. 1905, 6,109. E. Katz, Spec. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec. 1904, 5,217. April, etc., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1904, 5,550; 1905, 5,820; Dec. 6,122.

Waterbury, Republican, dy. Aver. for 1904, 5,770. La Coste & Maxwell, Spec. Agents, N. Y.

DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1905, \$5,550. (C) (C).

FLORIDA.

Jacksonville. Metropolis, dy. Av. 1904, \$7,60. Average 1905, \$9,950. E. Katz, Sp. Agent, N. Y.

GEORGIA.

Atlanta. Constitution. Daily average 1905, \$8,590; Sunday, 48,751.

Atlanta. Journal, dy. Av. 1905, 46,028. Sunday 47,998. Semi-weekly 56,781.

Atlanta. News. Actual daily average 1905, 24,402. S. C. Beckwith. Sp. Ag., N. Y. & Chi.

Augusta. Chronicle. Only morning paper. 1905 average, 6,045.

Nashville. Herald. Average for March, April and May, 1,375. Richest county in So. Georgia.

ILLINOIS.

Chicago. Citizen. Daily Average 1905, 1,052, weekly, 1904, 1,127.

Champaign. News. Oct. and Nov., 1905, no issue of daily less than 3,010; d'y and w'kly, 6,200.

Chicago. Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1905, 4,100. (C) (C).

Chicago. Breeders' Gazette. weekly, \$2.00. Average circulation 1905, to Dec. 31st, 66,605.

Chicago. Farmers Voice and National Rural. Actual av., 1905, \$9,700. Jan., 1906, 42,460.

Chicago. Gregg Writer. monthly. Shorthand and Typewriting. Actual average 1904, 15,750.


Chicago. Inland Printer. Actual average circulation for 1904, 18,812. (C) (C).

The Billboard. America's Leading Theatrical Weekly. Chicago office, 87 South Clark St., Suite 61. Phone Central 5834. W. A. Patrick Mgr.

Chicago. Orange Judd Farmer. Only agricultural weekly covering the prosperous Western States. Circulation is never less than 90,000. The count made Oct. 30, 1905, showed 85,120 paid subscribers. Reaches nearly 90% of the post-offices in Nebraska; 80% of the post-offices in Illinois, Michigan, Wisconsin, Iowa and Minnesota; half the post-offices in Indiana and Kansas and two thirds of those in the Dakotas. All advertisements guaranteed.

Chicago. Examiner. Average for 1905, 144,806 copies daily, 95% of circulation in city, larger city circulation than any two other Chicago morning papers combined. Examined by Association of American Advertisers. Smith & Thompson, Representatives.

Chicago. Record-Herald. Average 1904, daily 145,761. Sunday 199,400. Average 1905, daily 146,456. Sunday 204,559.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago. Svenska Nyheter. weekly. Sworn average December, 1905, 21,775.

Chicago. System. monthly. The System Co., pub. Eastern office 1 Madison Ave., N. Y. Ar. for year end. Feb. 1905, \$8,750. Issue for Sept 1905, 60,200.

Kewanee. Star-Courier. Actual average circulation, 1905, daily, 3,297; weekly, 1,298.

Peoria. Evening Journal, daily and Sunday. Sworn daily average for 1905, 12,875.

Peoria. Star, evenings and Sunday morning. Actual average for 1905, d'y 21,042. S'y 9,674.

INDIANA.

Evansville. Journal-News. Ar. for 1905, 14,040. Sundays over 15,000. E. Katz, S. A., N. Y.

Marion. Leader, daily. W. B. Westlake, pub. Actual average for year 1905, 5,625.

Muncie. Star. Average 1905 daily, 27,500. Sunday 16,908.

Noire Dame. The Ave Maria, Catholic weekly. Actual net average for 1905, 24,890.

Richmond. Sun-Telegram. Sworn ar. 1905, dy, 5,744.

South Bend. Tribune. Sworn daily average, 1905, 7,205. Sworn ar. for Jan., '06, 7,428.

IOWA.

Clinton. Advertiser. Average Dec. 1905, 11,255. City Circulation, 5,048, which is double that of any other paper.

Davenport. Times. Daily aver. Dec., 11,408. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines. Capital, daily. Lafayette Young, publisher. Actual average sold 1905, 39,178. Present circulation over 40,000. City and State circulation largest in Iowa. More local advertising in 1905 in 32 issues than any competitor in 365 issues. The rate is cents a line.

Keokuk. Gate City. Daily av. 1904, 3,145; 1905, 5,406.

Muscatine. Journal. Daily av. 1905, 5,582. Semi-weekly 5,095.

Sioux City. Journal, daily. Average for 1905, sworn, 24,961. Ar. for Dec., 1905, 26,518. Prints most news and most foreign and local advertising. Read in 30 per cent of the homes in city.

Sioux City. Tribune. Evening. Net sworn daily average 1905, 24,287; Dec., 1905, 25,541. The paper of largest paid circulation. Ninety per cent of Sioux City's reading public reads the Tribune. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson. News. Daily 1905, 3,485. E. Katz, Special Agent, N. Y.

KENTUCKY.

Harrodsburg. Democrat. Put it on your 1906 list; 3c. per 1,000; Ad. Proven av. cir., 5,562.

Lexington. Leader. Ar. 1905, evg. 4,694. Sun. 6,165. E. Katz, Spec. Agt.

Louisville. Times. Daily average year ending June 30, 1905, 36,025 (3c). Beckwith Agency, Rep.

Paducah. Journal of Labor, wkly.—Accepts only the best class of advertising and brings results from the best class of wage-workers.

LOUISIANA.

New Orleans. Item. official journal of the city. Av. cir. first eight months 1905, 22,095.

MAINE.

Augusta. Comfort, mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

Augusta. Kennebec Journal, dy. and wy. Average daily, 1905, 6,986; weekly, 2,090.

Bangor. Commercial. Average for 1905, daily 9,455; weekly 29,117.

Dover. Piscataquis Observer. Actual weekly average 1905, 2,019.

Lewiston. Evening Journal, daily. Aver. for 1905, 7,598 (C) (C), weekly 17,448 (C) (C).


Phillips. Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1905, 8,077.

Portland. Evening Express. Average for 1905, daily 12,005. Sunday Telegram, 8,423.

MARYLAND.


Baltimore. American, dy. Aver. to June 30, '05, 64,068. Sun., 58,818. No return privilege.

Baltimore. News, daily. Evening News Publishing Company. Average 1905, 60,678. For January, 1906, 61,128.

 The absolute correctness of the latest circulation rating accorded the NEWS is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston Globe. Average 1905, daily, 192,584. Sunday, 299,646. "Largest Circulation Daily of any two-cent paper in the United States, and more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

 The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Boston Evening Transcript (20). Boston's tea table paper. Largest amount of week day av.

Boston Post. Average for Jan., 1906, Boston Daily Post, 229,295; Boston Sunday Post, 217,021. Daily gain over January, 1905, 17,627; Sunday gain over January, 1905, 36,436. Flat rates, r. o. p., daily, 30 cents; Sunday, 15 cents. The Great Breakfast Table Paper of New England.

Circulation of the Boston DAILY Post and the Boston SUNDAY Post, Day by Day, for the Month of February, 1906.

FEB.	SUNDAY	DAILY.
1.....	*	236,970
2.....		229,940
3.....		227,960
4.....	221,350	
5.....		230,900
6.....		228,000
7.....		226,510
8.....		227,050
9.....		227,100
10.....		227,800
11.....	224,550	
12.....		228,700
13.....		226,700
14.....		226,450
15.....		226,950
16.....		227,500
17.....		230,200
18.....	234,900	
19.....		230,250
20.....		228,350
21.....		230,000
22.....		248,820
23.....		232,300
24.....		231,000
25.....	244,645	
26.....		232,000
27.....		232,900
28.....		230,800
Total, Daily Post, 24 days		5,523,100
Total, Sunday Post, 4 days		925,445
Daily Average.		230,129
Sunday Average.		231,361

Gain of Feb., 1906, Daily Average over Feb., 1905, 12,337.

Gain of Feb., 1906, Sunday Average over Feb., 1905, 46,130.

The above is a correct statement of the number of complete copies printed.

W. A. GROZICK, Boston, March 1, 1906. Business Manager.

Fall River News. Largest circ'n. Daily av., 705, 666 (3); Robt. Tones, Rep., 116 Nassau St., N. Y.

Springfield, Farm and Home. National Agricultural semi-monthly. Total paid circulation, 272,564. Distributed at 59,164 postoffices. Eastern and Western editions. All advertisements guaranteed.

Springfield, Good Housekeeping, mo. Average 1905, 206,082. No issue less than 200,000. All advertisements guaranteed.

Springfield, New England Homestead. Only important agricultural weekly in New England. Paid circulation, 40,000. Reaches every post-office in Mass., R. I. and Conn., and all in Vermont, New Hampshire and Maine, except a few in the woods. All advertisements guaranteed.

Worcester Evening Post, daily. Worcester Post Co. Average for 1904, 12,617.

Worcester, L'Opinion Publique, daily (20). Paid average for 1905, 4,252.

MICHIGAN.

Adrian, Telegram. D'y. av. last three months 1905, 5,171. Payne & Youngs, Specials.

Grand Rapids, Herald. Average daily issues last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 550,000).

Grand Rapids, Evening Press (y). Average 1905, 46,456. Covers Western Michigan.

Jackson, Morning Patriot, average January 1905, 5,300. Sunday, 5,917; weekly, 2,964.

Kalamazoo, Evening Telegraph. Last 6 mos. 1905, dy. 10,459, Dec., 10,951, s.-w. 9,969.

Saginaw, Courier-Herald, daily, Sunday. Average 1905, 12,534; January, 1906, 13,681.


Saginaw, Evening News, daily. Average for 1905, 16,710. January, 1906, 18,781.

Sault Ste. Marie, Evening News, daily. Average, 1904, 4,212. Only daily in the two Soos.


MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1905, 46,428.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average 1905, 87,187.

 The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

Minneapolis, Journal, Daily and Sunday. Journal Printing Co. Daily aver. for 1905, 57,039; 1904, 64,832; 1905, 67,588, Jan., 1906, 68,815. The Sunday Journal circulation for January, 1905 was as follows: Jan. 7, 62,155; Jan. 14, 65,750; Jan. 21, 64,182; Jan. 28, 67,501.

 The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

Minneapolis, Svenska Amerikanska Posten. Swan J. Turnblad, pub. 1905, 51,512.

Minneapolis Tribune. W. J. Murphy pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the last six months of 1905, was 79,928. The daily Tribune average per issue for the last six months of 1905, was 105,096.

CIRCULAT'N The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation alone exceeds 200,000 daily. The Tribune is the recognized Want Ad paper of Minneapolis.

St. Paul, The Farmer, s.-mo. Rate, 40c. per line, with discounts. Circulation for six months ending December, 1905, 92,625.

St. Paul, Dispatch. Average net sold for year 1905, 60,568 daily.

St. Paul, Volkszeitung. Actual average 1905, dy. 14,221, w'y. 27,870, Sonntagsblatt 27,880.

MISSISSIPPI.

Hattiesburg, Progress, ev'g. Av. d'y circ., y'r end'y Jan., 1905, 2,175. Pop. 14,000, and growing.

MISSOURI.

Kansas City, Journal, d'y and w'y. Average for 1905, daily 65,446, weekly 205,001.

Joplin. Globe, daily. Average 1905, 13,394. Dec., '05, 14,088. E. Katz, Special Agent, N. Y.

St. Joseph. News and Press. Circ. nat 6 mos. 1905, 35,525. Smith & Thompson, East. Rep.

St. Louis. National Druggist. mo. Henry R. Strong, Editor and Publisher. Average for 1905 8,041 (C) (O). Eastern office, 50 Maiden Lane.

St. Louis. National Farmer and Stock Grower, monthly. Average for 1905, 68,588; average for 1903, 106,625; average for 1904, 104,750.

MONTANA.

Butte. Inter-Mountain. Sworn average daily circ'n 1905, 11,776. Aver. Dec., 1905, 12,698.

NEBRASKA.

Lincoln. Daily Star. evening and Sunday morning. Actual daily average for 1904, 15,239. For 1905, 16,409. Only Nebraska paper that has the Guarantee Star.

Lincoln. Deutsch-American Farmer. weekly. Average 1905, 147,052.

Lincoln. Freie Press, weekly. Actual average for 1905, 150,784.

Lincoln. Journal and News. Daily average 1904, 26,888; February, 1905, average, 28,055.

NEW HAMPSHIRE.

Nashua. Telegraph. The only daily in City. Sworn aver. for Sept. and Oct., 1905 4,204.

NEW JERSEY.

Elizabeth. Journal. Ar. 1904, 5,522; first 6 mos. 1905, 6,318; last 6 mos. 1905, 6,718.

Jersey City. Evening Journal. Average for 1905, 22,456. Last 6 mos. 1905, 23,408.

Newark. Evening News. Evening News Pub. Co. Average for 1905, 60,102; Jan. '06, 62,405.

Trenton. Times. Ar. 1905, (net) 16,458. Dec., '05, av. 17,228. Returns, spoiled not counted.

NEW YORK.

Albany. Evening Journal. Daily average for 1905, 16,812. It's the leading paper.

Albany. Times-Union. every evening. Est. 1856. Average for 1905, 24,689; December, 25,479.

Binghamton. Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (*).

Buffalo. Courier, morn. Ar. 1905, Sunday 86,774; daily 48,008; Enquirer, even., 31,027.

Buffalo. Evening News. Daily average 1904, 88,457; 1905 94,690.

Corning. Leader. evening. Average, 1904, 6,258; 1905, 6,395.

Cortland. Democrat, Fridays. Est. 1840. Aver. 1905, 2,126. Only Dem. paper in county.

Glen Falls. Morning Star. Average circulation, 1904, daily 2,292.

LeRoy. Gazette, est. 1836. Ar. 1905, 2,287. Largest wry. cir. Genesee, Orleans, Niagara Co.'s.

Mount Vernon. Daily Argus. Average 1905, 3,318. Westchester County's leading paper.

Newburgh. News, daily. Ar. 1905, 5,160. 5,000 more than all other New York papers combined.

New York City.

American Magazine (Leslie's Monthly). Present average circulation, 256,108. Guaranteed average, 250,000. Excess, 78,296.

New York. American Agriculturist. Best farm and family agricultural weekly in Middle and Southern States. Circulates 100,000 copies weekly, of which 92,465 are actual paid subscribers, as per count of June 1, 1905. The extraordinary character and purchasing power of its readers is emphasized by the fact that AMERICAN AGRICULTURIST's subscribers in New York include every postoffice in the State. In New Jersey it goes to 77% of all the postoffices; in Delaware 87%, in Pennsylvania 74%, in Ohio 85%, and to 90% to 40% of the postoffices in the Southern States. All advertisements guaranteed.

Army & Navy Journal. Est. 1863. Actual weekly average for 32 issues, 1905, 9,442 (C) (O).

Baker's Review monthly. W. R. Gregory Co., publishers. Actual average for 1905 5,008.

Benziger's magazine, family monthly. Benziger Brothers, Average for 1904, 37,025, present circulation, 50,000.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1905, 26,228 (C) (O).

Gaelic American, weekly. Actual average for 1904, 8,179; for 1905, 28,989.

Haberdasher, mo., est. 1881. Actual average for 1905, 7,166. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

Hardware Dealers' Magazine, monthly. In 1905, average issue, 19,029 (C) (O). D. T. MALLETT, Pub. 233 Broadway.

Leslie's Weekly. Actual aver. year end, Aug. 1904, 69,077. Pres. av. over 85,000 weekly.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The Billboard. America's Leading Theatrical weekly. New York Office, 1440 Broadway. Walter K. Hill, Mgr. Phone 1639 Bryant.

The People's Home Journal. 544,541 monthly. Good Literature, 444,667 monthly, average circulations for 1905—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001.** Actual weekly average for 1904, **14,918.** Actual weekly average for 1905, **15,090** copies.

The World. Actual aver. for 1905, Morn., 205,490. Evening, 371,706. Sunday, 411,074.

The Tea and Coffee Trade Journal. Average circulation for 1905, 4,205 (*); March, 1906, issue, 6,694 (*).

The Wall Street Journal. Dow, Jones & Co., publishers. Daily average 1905, 15,158.

Worcester. Case and Comment, mo. Lav. Ar. for 1904, 30,000; 6 years' average, 30,108.

Schenectady. Gazette, daily. A. N. Decty. Actual average for 1904, 12,574; 1905, 15,058.

Syracuse. Evening Herald, daily. Herald Co., pub. Aver. 1905, daily 55,553, Sunday 40,098.

Utica. National Electrical Contractor, mo. Average for 1905, 2,645.

Utica. Press, daily. Otto A. Meyer, publisher. Average for 1905, 14,589.

NORTH CAROLINA.

Raleigh. Biblical Recorder, weekly. Ar. 1903, 8,872. Ar. 1904, 9,756. Ar. for 1905, 10,206.

Raleigh. Evening Times. Leads all afternoon papers in circulation between Richmond and Atlanta. Pull A. P. demerches. Actual daily average 1905, 4,251; weekly Times, 2,640.

OHIO.

Ashtabula. American Sanomat. Finnish. Actual average for 1905, 10,766.

Cleveland. Engineers' Review. Actual cir. for 1905, 250,650; monthly aver, 20,888 copies.

Cleveland. Plain Dealer. Est. 1841. Actual daily average 1904, 79,460; Sunday 68,198. Jan., 1905, 67,777 daily; Sunday, 79,187.

Dayton. Herald, evening. Circ., 1905, 17,518. Largest in Dayton, paid at full rates.

The Billboard. America's Leading Theatrical Weekly. Cincinnati, New York, Chicago.

Youngstown. Vindicator. Dy ar. '05, 12,910; Sp. 10,178; LaCoste & Maxwell. N. Y. & Chicago.

Zanesville. Times-Recorder. Sworn ar. 1st 6 mos. 1905, 10,427. Guar'd double nearest competitor and 30% in excess combined competitors.

OKLAHOMA.

Oklahoma City. The Oklahoman. 1905 aver. 11,161. Dec., '05, 11,980. E. Katz. Agent, N. Y.

OREGON.

Portland. Journal. Dy. and Sy. Actual average for Dec., 1905, 24,052. Aver. year '05, 21,926.

PENNSYLVANIA.

Chester. Times, ev'g dy. Average 1905, 7,740. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Erie. Times, daily. Aver. for 1905, 15,248. January, 1906, 16,252. E. Katz. Sp. Ag., N. Y.

Harrisburg. Telegraph. Sworn ar. Jan., 18,584. Largest paid circula'n in H'g, or no pay.

Philadelphia. Confectioners' Journal. mo. Av. 1904, 5,004; 1905, 5,470 (OO).

The circulation of

THE PHILADELPHIA BULLETIN

is larger than that of any daily newspaper published in the State of Pennsylvania.

NET PAID DAILY AVERAGE FOR THE YEAR 1905,

211,134 COPIES A DAY

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia. German Daily Gazette. Aver. circulation 1st 6 mos. 1905, daily 50,996; Sunday 40,155; sworn statement. Cir. books open.

Philadelphia. Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1905, 565,266. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal for the reason that "that paper, among all those published in the United States,

"has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns." "Unlike any other paper."



Philadelphia. The Press is the Great Home Newspaper. Besides the Guarantee star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Average for year 1905—Daily 106,800; Su-day average January, 1905, 147,665.

THE PITTSBURG POST,



the largest daily (morning) and Sunday circulation in the city of Pittsburgh, has never made use of premiums or gift enterprises as circulation getter. It goes to the home of the buyer. The Western Pennsylvania field cannot be covered without the Post. Objectionable advertising is excluded from its columns. Cir., '05, dy. 58,778, S. 67,011.



West Chester. Local News, daily. W. H. Hodgson. Average for 1905, 15,297. In its 34th year, independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Williamsport. Grit. America's Greatest Weekly. Average 1905, 226,718. Smith & Thompson, Reprs., New York and Chicago.

York. Dispatch and Daily. Average for 1905, 13,551. Enters two-thirds of York homes.

RHODE ISLAND.

Pawtucket. Evening Times. Average circulation, 16,859 for 1905.

Providence. Daily Journal, 17,290 (OO). Sunday, 20,486 (OO). Evening Bulletin 57,556 average 1904. Providence Journal Co. publs.

Westerly. Sun. Geo. H. Niter, pub. Aver. 1905, 4,467. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston. Evening Post. Actual dy. average for 1905, 4,505.



Columbia. State. Actual average for 1905, daily 9,587 copies (OO); semi-weekly, 2,625. Sunday '05, 11,072 (OO). Actual average July to Dec. 31, '05, daily 10,153; Sunday 11,524.

TEXAS.

Denton. Record and Chronicle. Daily ar. 1905, 947. Weekly ar., 2,141. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

El Paso. Herald. Av '04, 4,211; June '05, 5,080. Merchants' canvass showed HENOLD in 80% of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

San Angelo. Standard, weekly. Average for 1904, 2,909.

TENNESSEE.

Knoxville Journal and Tribune. Daily average year ending Dec. 31, 1905, 13,015 (3). Weekly average 1904, 14,515.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

Nashville. Banner, daily. Aver. for year 1905, 18,772; for 1904, 20,702. Average March, April, May, 1905, 21,227.

Memphis. Commercial Appeal, daily. Sunday, weekly. Average 1st 9 mos. 1905, daily 39,120. Sunday, 55,497. weekly, 81,522. Smith & Thompson, Representatives N. Y. & Chicago.



January Advertising in Memphis

Commercial Appeal

	Local	Foreign	Classified	Tot. In.
1906	23,038	5,896	8,826	37,760

Total for January, 1905, 30,452
Gain over January, 1905, 7,308

News-Scimitar

	Local	Foreign	Classified	Tot. In.
1906	12,047	2,520	4,590	19,157

Total for January, 1905, 24,837
Lost from January, 1905, 5,680

Excess of COMMERCIAL APPEAL
over News-Scimitar:

	Local	Foreign	Classified	Total
	1,991	3,376	4,236	18,603

SUMMARY.

The COMMERCIAL APPEAL carried almost 100 per cent more advertisers in January, 1906, than the News-Scimitar, same number of publication days. The COMMERCIAL APPEAL's local advertising was 4,000 inches more than the combined local and foreign advertising of the News-Scimitar. The COMMERCIAL APPEAL gained 30,452 inches as against January, 1905, while the News-Scimitar lost 5,680 inches.

THAT TELLS THE STORY!

VERMONT.

Barre, Times, daily. F. K. Langley. Aver. 1905, 8,527; for last six months, 1905, 8,691.

Burlington, Daily News, evening. Actual daily average 1904, 6,018; 1905, 6,886; December, 1905, 7,491.

Burlington, Free Press, Daily av. '04, 6,682; '05, 6,558. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

Rutland, Herald, Average 1904, 5,527. Average 1905, 4,286.

St. Albans, Messenger, daily. Actual average for 1905, 5,051.

VIRGINIA.

Norfolk, Dispatch, Average 1904, 9,400; 1905, 11,660. Dec., '05 av. 12,656. Largest circ'n.

Norfolk, Landmark (C). Leading home paper. Circ. genuine. No pads. Vandoren. Sp'l.

Richmond, News Leader, afternoons. Actual daily average 1905, 29,543 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.

Richmond, Times-Dispatch, morning.

Actual daily average near ending December, 1905, 20,376. High price circulation with no waste or duplication. In ninety per cent of Richmond homes The State paper.

WASHINGTON.

Olympia, Recorder—evenings. Just increased to 6 pages daily, 12 pages Saturdays.

Tacoma, Ledger, Daily average 1905, 15,344; Sunday, 20,555; weekly, 9,642.

Tacoma, News, Daily average 5 months ending May 31, 16,327. Saturday issue, 17,495.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,520.

Wheeling, News, Daily paid circ., 11,196. Sunday paid circ., 11,857. For 1905, Guarantees a paid circulation equal to any other two Wheeling papers combined.

WISCONSIN.

Janesville, Gazette, d'ly and s.-w'y. Circ'n—average 1905, daily 8,149; semi-weekly 8,059.

Madison, State Journal, d'y. Circulation average 1905, 5,482. Only afternoon paper.

Milwaukee, Evening Wisconsin, d'y. Av. 1905, 26,648 (C).

Oshkosh, Northwestern, daily. Average for 1904, 7,251. First eight months 1905, 7,605.

Milwaukee, The Journal, Average 1905, 40,517. The paid daily circulation of The Milwaukee Journal is double that of any other evening and more than is the paid circulation of any Milwaukee Sunday newspaper.

THE WISCONSIN AGRICULTURIST.

Racine, Wis., Est. 1871; only Wisconsin paper whose circulation is guaranteed by the Am. Newspaper Directory. Actual weekly average for 1904, 57,254; for 1905, 41,748. N. Y. Office, Temple Court. W. C. Richardson, Mgr.

WYOMING.

Cheyenne, Tribune, Actual daily average net for 1905, 4,511.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1905, 8,687; Jan., 1906, 9,267. H. DeClerque, U. S. Rep'r., Chicago and New York.

Victoria, Colonist, daily. Colonist P. & P. Co. Aver. for 1904, 45,56 (3); for 1905, 4,802.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1905, daily, 30,048; weekly, 15,654. Daily, January, 1906, 32,567.

Winnipeg, Der Nordwesten, Canada's German Family and Agricultural Weekly. Reaches all the German-speaking population of 200,000—its exclusive field. Average for 1905, 13,682; FOR LAST SIX MONTHS, 15,718.

Winnipeg, Telegram, Daily av. '05, 18,707; last three months 20,577. (Sat. 25,000).

NEW BRUNSWICK, CAN.

St. John, Star, Actual daily average for October, November, December, 1904, 6,091.

NOVA SCOTIA, CAN.

Halifax, Herald (C) and Evening Mail, Circulation, 1905, 15,558. Flat rate.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1905, 6,085.

Toronto, The News, Sixteen average daily circulation for year ending Dec. 30, 1905, 58,282. Advertising rate 50c per inch. Flat.

Toronto, Star, daily. Daily average January, 1906, 41,855.

QUEBEC, CAN.

Montreal, La Presse, La Presse Pub. Co. Ltd., publishers. Actual average 1904, daily 80,259; Av. Mar., '05, 95,826. Sat., 118,892.

Montreal, Star, d'y. & w'y. Graham & Co. Av. for 1904, d'y. 56,795, w'y. 125,240. Av. for 1905, d'y. 58,125, w'y. 126,607.

Sherbrooke, Daily Record, Average 1905, 6,152; December, 1905, 6,658.



(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎).

Announcements under this classification, from publications having the gold marks in the Directory, cost 20 cents per line per week, two lines (the smallest advertisement accepted), cost \$20.80 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

WASHINGTON, D. C.

THE EVENING AND SUNDAY STAR (◎◎). Reaches 90% of the Washington homes.

GEORGIA.

ATLANTA CONSTITUTION. *Aver. 1905, Daily \$8,590 (◎◎). Sunday 48,721, W'y., '04, 107,925.*

ILLINOIS.

GRAIN DEALERS JOURNAL (◎◎). Chicago. Largest circulation, best in point of quality.

BAKERS' HELPER (◎◎). Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MASSACHUSETTS.

BOOT AND SHOE RECORDER, Boston (◎◎) greatest trade paper; circulation universal.

BOSTON PILOT (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America.

TEXTILE WORLD RECORD (◎◎). Boston, is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

NEW YORK.

THE NEW YORK TIMES (◎◎). Over 100,000 metropolitan circulation.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎). Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL (◎◎). First in its class in circulation. Influence and prestige.

THE CHURCHMAN (◎◎). Est. 1844; Saturdays; Protestant-Episcopal. 47 Lafayette Place.

VOGUE (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 11-13-15 E. 24th St., N. Y.

THE IRON AGE (◎◎), established 1855. The recognized authority in its representative fields.

ENGINEERING NEWS (◎◎).—An authority of the first order.—Tribune, Charleston, W. Va.

E. News prints more transient ads than all other technical papers: 1½ & 3c. a word. Try it.

HARDWARE DEALERS' MAGAZINE.

In 1905, average issue, 19,020 (◎◎).

D. T. MALLETT, Pub. 263 Broadway, N. Y.

STREET RAILWAY JOURNAL (◎◎). The standard authority the world over on street and interurban railroading. Average weekly circulation during 1905 was 8,160 copies.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the NEW YORK HERALD first.

CENTURY MAGAZINE (◎◎). There are a few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎), established 1874. The great international weekly. The consolidation of the ELECTRICAL WORLD and ENGINEER and AMERICAN ELECTRICIAN. Average circulation, 1905; ELECTRICAL WORLD and ENGINEER (weekly), 13,702; AMERICAN ELECTRICIAN (monthly), 17,917.

OHIO.

CINCINNATI ENQUIRER (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N.Y.-Chicago.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Mark—the three most desirable distinctions for any newspaper. Average for year 1905—Daily, 106,600; Sunday average January, 1906, 147,663.

THE PUBLIC LEDGER (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. PUBLIC LEDGER gained 1,385 columns advertising in five months ending Dec. 1st, 1905, over same period 1904.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

TENNESSEE.

THE TRADESMAN (◎◎) Chattanooga, Tennessee; semi-monthly. The South's authoritative industrial trade journal.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin. Less than one thousand of its readers take any other Milwaukee afternoon newspaper.

CANADA.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.

THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$20.80 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance.

CALIFORNIA.

THE BILLBOARD for musicians, vocalists and lecturers. San Francisco, 37 Phelan Bldg., 806 Market St.

COLORADO.

THE Denver Post, Sunday edition, Feb. 25, 1906, contained 5,463 different classified ads, a total of 116 3/10 columns. The Post is the big want medium of the Rocky Mountain region. The rate for want advertising in the Post is 5c. per line each insertion, seven words to the line.

CONNECTICUT.

MERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled in chances. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

DISTRICT OF COLUMBIA.

THE EVENING AND SUNDAY STAR, Washington, D. C. (☉ ☉), carries DOUBLE the number of WANT ads of any other paper. Rate 1c. a word.

GEORGIA.

CLASSIFIED advertisements in the Press, of Savannah, Ga., cost one cent a word—three insertions for price of two—six insertions for price of three.

ILLINOIS.

THE Champaign News is the leading Want ad medium of Central Eastern Illinois.

THE BILLBOARD for privilege men and concessionaires. CHICAGO, 87 S. Clark, Room 61.

PORIA (IL) JOURNAL reaches over 13,000 of the prosperous people of Central Illinois. Rate, one cent per word each issue.

"NEARLY everybody who reads the English language in, around or about Chicago, reads the DAILY NEWS," says the Post-office Review, and that's why the DAILY NEWS is Chicago's "want-ad" directory.

INDIANA.

THE MARION LEADER is recognized as the best result getter for want ads.

THE Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

THE Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

THE Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general offices, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

THE Indianapolis News during the year 1905 printed 96,982 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 296,941 separate paid Want ads during that time.

DURING the month of October, 1904, the Indianapolis STAR published 55,870 lines of classified advertising. In October, 1905, it published 88,214 lines, a gain of 32,344 lines. If STAR want ads did not pay, the report would have been different.

IOWA.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

THE Des Moines REGISTER and LEADER, only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the leading educational medium in New England. It prints more advertisements of schools and instructors than all other Boston dailies combined.

THE BOSTON GLOBE, daily and Sunday, in 1905, printed a total of 437,227 classified ads. There were no trades, deals or discounts. There was a gain of 9,999 over 1904, and was 15,847 more than any other Boston paper carried in 1905.



25 CENTS for 30 words, 5 days.
DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

MICHIGAN.

SAGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 13,500; 1c. word; 1/2c. subsequent.

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

THE MINNEAPOLIS TRIBUNE is the oldest Minneapolis daily and has over 100,000 subscribers, which is 30,000 odd each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis, by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. Rate, 10 cents per line, Daily or Sunday.

THE ST. PAUL DISPATCH IS ALL YOU NEED in St Paul for Want Ads. It carries more advertising than all other St. Paul mediums combined. The sworn average daily net printed and sold circulation of the St. Paul DISPATCH for year 1905 was 60,563—no returns allowed. It is the only newspaper of its circulation in St. Paul or Minneapolis that charges full rates for all classifications of want ads. The 1905 want advertising shows an increase of 218,400 lines over 1904. Seven telephone trunk lines assist in receiving local classified business.

THE Minneapolis JOURNAL carries more classified advertising than any other Minneapolis newspaper. No free Wants and no objectionable Wants. (Circulation. 1903, 57,039; 1904, 64,384; 1905, 67,388; January daily average, 68,815. The SUNDAY JOURNAL circulation for January, 1906, was as follows: Jan. 7, 63,155; Jan. 14, 63,750; Jan. 21, 64,182; Jan. 28, 67,501.

MISSOURI.

THE Joplin Globe carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1905), 11,114; Sunday, 13,888.

NEBRASKA.

LINCOLN JOURNAL AND NEWS, combined circulation over 27,000. Cent a word.

NEW JERSEY.

DAILED ENTERPRISE, Burlington—Want medium of the county; i. e. word; results sure.

ELIZABETH DAILY JOURNAL—Leading Home paper; 10 to 14 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

NEWARK, N. J., FREE ZEITUNG (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

THE POST-EXPRESS is the best afternoon Want ad medium in Rochester.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

THE BILLBOARD for actors, actresses and performers. New York, 140 B'way, Room 8.

DAILY ARGUS, Mount Vernon, N. Y. Great- est Want ad medium in Westchester County.

BUFFALO NEWS with over 95,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

THE TIMES-UNION, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

NORTH DAKOTA.

GRAND FORKS HERALD. Circ. Sept. '05, 6,515. Examination by A. A. A., June '05. Biggest Daily in N. D. La Crosse & Maxwell, N. Y. Rep's.

OHIO.

YOUNGSTOWN INDICATOR—Leading "Want" medium, i. e. per word. Largest circulation.

THE BILLBOARD for street men, sidewalk salesmen, drifters and itinerant merchants in all lines. Although essentially and primarily a theatrical and amusement journal, the demonstrating salesmen and peddlers of the sidewalks have also claimed it for their own. Practically every one of them in America reads it regularly every week; 15 cents per line flat.

Address **THE BILLBOARD PUBLISHING CO.**, Cincinnati, O.

OKLAHOMA.

THE OKLAHOMA, Okla. City, 11,980. Publishes more Wants than any four Okla. competitors.

OREGON.

PORTLAND JOURNAL, Daily and Sunday, leads in "Want ads," as well as in circulation, in Portland and in Oregon.

PENNSYLVANIA.

THE Chester, Pa., TIMES carries from two to five times more classified ads than any other paper.

WHY DON'T YOU PUT IT IN THE PHILADELPHIA BULLETIN!

Want Ads. in **THE BULLETIN** bring prompt returns, because "in Philadelphia nearly everybody reads **THE BULLETIN.**"

Net paid daily average circulation for the year 1905: 211,134 copies per day.

(See Roll of Honor column.)

TEXAS.

THE EVENING TRIBUNE, Austin, Texas. Paid city circulation 1,800. Outside circulation 400. One cent a word.

VIRGINIA.

THE NEWS LEADER, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified advts., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

BRITISH COLUMBIA.

VICTORIA COLONIST. Oldest established paper (1857). Covers entire Province. Greatest Want ad medium on the Canadian Pacific Coast. W. Clarence Fisher, 654 Temple Court Bldg., N. Y., Special Eastern Agent.

CANADA.

THE Halifax Herald (C) and the Mail—Nova Scotia's recognized Want ad mediums.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825; Saturdays 113,392—sworn to.) Carries more want ads than any French newspaper in the world.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. The FAMILY HERALD AND WEEKLY STAR carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Moreover, the FREE PRESS carries a larger volume of general advertising than any other daily paper in the Dominion.

A good business man buys the best goods he can get for his money. Why not the best advertising.—*Rhode Island Advertiser.*

Don't depend too much on the value of advertising methods. It's the man behind the methods that counts.—*Rhode Island Advertiser.*

WHAT ought or ought not to be said in an ad can best be determined by answering the question: "Does what I am saying help the store?" If you find on reflection that anything you have said it not positively helpful, leave it out.—*Rhode Island Advertiser.*

AN ELECTRICAL C

ELECTRICAL WORLD AND ENGINEER.

Founded 1874.

A technical, scientific, electrical weekly—recognized everywhere as the foremost authority in the electrical field. eng

Average circulation for 1905, 13,702 copies per week.

In January, 1906, these two largest a
papers were consolida

ELECTRICAL

which thus became th
technical journal, not only in the electrical

The new **ELECTRICAL WORLD** is pre-eminent among electrical papers in circulation, prestige, quantity and quality of reading matter, and amount and character of advertising.

The publishers guarantee that the number of copies circulated of the **ELECTRICAL WORLD** during 1906 will exceed the total combined circulations of the *Electrical World and Engineer* and *American Electrician* for 1905.

The practical, technical, commercial and news features characteristic of these two great journals have been combined in a periodical which appeals as no paper has ever done to every intelligent man engaged in electrical work.

The advertising rates of the **ELECTRICAL WORLD** are the technical journal in the world.

Thus the advertiser seeking electrical business reaches more effectively in the **ELECTRICAL WORLD** than would be possible th

PUBLISHED WEEKLY BY

McGRAW PUBLISHING

114 Liberty Street, New

L CONSOLIDATION

THE AMERICAN ELECTRICIAN.

Founded 1890.

A monthly journal of practical electrical and steam engineering with the largest electrical circulation in the world.

Average circulation for 1905, 17,917 copies per month.

largest and most important electrical
are consolidated into the

RICAL WORLD

as become the greatest
the electrical field but in all trade paperdom.

The old *Electrical World and Engineer* regularly printed per week more than twice the number of pages of advertising carried by any other electrical paper except the *American Electrician*, which ranked first among the monthlies.

The advertising in the new **ELECTRICAL WORLD** presents the most imposing array of representative electrical announcements which have ever been published. Five hundred and sixty-nine advertisements were printed in the first issue of the year. As a result of the volume of advertising which it carries, the **ELECTRICAL WORLD** forms by far the most valuable buyers' directory for the purchasers of electrical apparatus and supplies of all kinds. No other electrical journal, therefore, is within disputing distance of its importance as an advertising medium.

are the lowest per thousand circulation of any high grade

more buyers per dollar expended, and reaches them more
could be possible through any other paper.

LISHED WEEKLY BY THE

PUBLISHING COMPANY,

Liberty Street, New York.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year even and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES.

Advertisements 30 cents a line, per line measure, 15 lines to the inch (\$31; 200 lines to the page, \$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.
London Agent, F. W. SEARS, 60-62 Ludgate Hill, EC

NEW YORK, MARCH 7, 1906.

PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.

GEORGE ROGERS, after several years with the *Times-Dispatch*, Richmond, Va., has been appointed advertising manager of the *Evening Journal*, that city.

THOMAS W. DEALEY, who several weeks ago resigned from the staff of the *News*, Galveston, Texas, owing to ill health, died February 15, at Mineral Wells, that State. Mr. Dealey had been in the employ of the *Galveston News* more than a quarter century, and upon his resignation was given valuable testimonials for his service by the directors of the paper.

WILLIAM B. RIKER, well known as the head of several drug stores in New York, and a prominent advertiser, died at his home in this city February 22, at the advanced age of eighty-five years. He retired fifteen years ago, and the business is controlled by his son, William H. Riker.

SOME excellent single-column advertisements for the State Street Trust Company, Boston, are running in the papers of that city, calling attention not only to general conveniences at the company's main banking rooms, but to its Back Bay branch, recently established. The typographical display is markedly effective, and is in charge of the Boston Printing and Advertising Company.

THREE pointed, brief booklets about the importance of having good refrigerators, come from the McCray Refrigerator Co., Chicago. One goes to persons building apartment houses, and compares fine refrigerators with fine mantels and similar fittings. Another shows that the refrigerator is worthy of as much care in the home as the piano, for the family's health depends on it. The third brochure is general.

A MAN'S SIZE AGATE RULE.

Louis Rommel, Jr., 61 Merchant street, Newark, N. J., sends the Little Schoolmaster a specimen of an agate measure he has devised for general sale. This novelty is lithographed on tin, because Mr. Rommel has found that celluloid has great shrinking qualities, and agate measures of that substance are not guaranteed accurate by makers. Besides measuring 126 lines of agate, this rule has measures for nonpareil, brevier, long primer, pica and english, both leaded and solid, as well as proofreaders' marks, table of the point system, rule for determining space ad will occupy, words to square inch of space and other ready rules that help in the preparation of advertising. It is an excellent tool.

ABANDONING the conventional form of the mail-order catalogue, the Mitchell Dry Goods Company, Kansas City, Mo., has established a quarterly publication somewhat resembling the *Associated Sunday Magazine* in size and cover, containing seasonable mail items for the Western and Southern trade. The form is not only novel, but the publication is perceptibly lighter to mail—a big consideration with a large list.

PEORIA AD CLUB DINNER.

At a recent dinner of the Ad Club, Peoria, Ill., the chief speaker of the evening was Dr. J. W. Parker, who in an address on "Advertising from a Medical Standpoint" favored advertising by physicians as a form of information of benefit to the public. Judge P. S. Post, of Galesburg, Ill., talked of trademark law. L. Ph. Wolff, editor of the Peoria *Die Sonne*, and Raymond Kahn, of St. Louis, were also speakers.

SOUTHERN AD CLUB MEETS.

At a recent meeting of the Advertising Men's Association of Birmingham, Alabama, R. E. Murphy, of the Murphy Advertising Agency, that city, was elected treasurer. Charles Z. Daniel, advertising manager of J. Blach & Sons, is president, and Thomas W. Fahey secretary. The club has twenty members, and the following Birmingham firms are represented:

Loveman, Joseph & Loeb, J. Blach & Sons, J. D. Collins, John W. O'Neill & Co., Ferd Marx, Caheen Brothers, Klotz & Goldman, Birmingham Trunk Factory, Cable Piano Company, Cox Shoe Company, Collier Drug Company, W. R. McGavock, Louis Saks, Louis Pizitz, E. B. Norton, Jobe Rose Jewelry Company, Sommer Tailoring Company, Shropshire & Daniel, J. Lowinsohn, Drennen & Co., Birmingham Realty Company, American Trust and Savings Company, Birmingham Railway, Light and Power Company, Jemison Real Estate and Insurance Company, John L. Parker, Ben M. Jacobs and Bros., T. V. Boardman, The Racket Store, Citizens' Savings Bank, Burger Dry Goods Company, Simpson-Johnson Company, Doster-Northington Company, Steele-Smith Dry Goods Company, T. C. King.

A MAN who thinks he knows what he is talking about asserts that the Lewiston, Me., *Evening Journal* is the best newspaper in that State.

THE advertising department of Dr. David Kennedy's Sons, Kingston, N. Y., has been given in charge of Carl F. Heybrück.

JOHN SEBASTIAN LEAVES THE ROCK ISLAND.

After twenty-six years in the service of the Rock Island Railroad, John Sebastian, passenger traffic manager, has accepted a similar position with the Frisco and Chicago & Eastern Illinois systems. Mr. Sebastian has been passenger traffic manager of the Rock Island since January, 1903, and his two new appointments place him in charge of the passenger business of more miles of railroad than any other man. The systems over which he is now in charge comprise an aggregate mileage of more than 16,000 miles of railroad. Mr. Sebastian has been in the railway service since 1869. His birthplace is Newport, Ky., where he was born Jan. 28, 1849, and his home is at 1005 Forest avenue, Evanston.

CONSULT WITH A FIRST CLASS ADVERTISING AGENCY.

TOPEKA, Kan., Feb. 26, 1906.

Editor of PRINTERS' INK:

I contemplate advertising a drink cure—one that can be sent through the mails. It is a really efficacious medicine and can be guaranteed. I would like to know what would be the minimum cost of getting this "on its feet," also what your charges are for placing the ads. To repeat what is the least amount of money I can put into this and expect to make it coin. I might add that I wish to conduct a mail-order business, not sell through the medium of the drug stores. The medicine is in form of tablets and sells for two dollars.

Yours truly,

H. E. KINEAR.

719 Quincy St.

PRINTERS' INK does not place advertisements, and it does not especially recommend any one particular advertising agency. All advertising agents of character read the Little Schoolmaster, and some may feel like assisting the above correspondent with counsel,

ON May 1, the *Chicago Journal* will occupy a new building specially remodeled for it at 117-123 Market street, that city.

J. C. BULL, who has just taken hold of the advertising and publicity departments of the new *Gunter's Magazine*, under the unique name of "Mr. Barnes of New York," is well known to New York magazines and newspaper journalism. For some years he was a reporter on the *New York World*, the *New York Tribune* and the old *Mail and Express*. Later, he was associate editor of *Munsey's Magazine*. But advertising offered greater inducements, and Mr. Bull took up advertising work with Mr. Hazen, of the *Century Magazine*. Two years as New England representative of *Scribner's Magazine* followed. The past year Mr. Bull has represented *Everybody's Magazine* in the New England and New York State territories.

STRONG GROUP OF GERMAN PAPERS.

A new corporation headed by George Brumder, of Milwaukee, known as the Germania-Herold Association, recently acquired and consolidated the *Herold* and *Germania Abend-Post* of that city. No change is to be made in these papers, the *Herold* appearing mornings and the *Abend-Post* afternoons. Mr. Brumder is at the head of corporations publishing the *Weekly Germania*, Milwaukee, the *Chicago Rundschau* and *Deutsche Warte*, the *Haus und Bauern Freund*, the *Germania Kalendar*, the Lincoln, Neb., *Freie Presse*, the *Moderne Journal*, Milwaukee, and the *Zeitung*, of Sheboygan, Wis. He came to this country fifty years ago from Germany, and from a place at a carpenter's bench worked up to the ownership of a printing office, then the control of the Milwaukee *Germania*, which was a losing property until he took hold of it, and then by degrees to the ownership of what is probably the most important group of German papers in this country under one control.

DEAD IN ST. LOUIS.

The passing of the trading stamp fake was emphasized in St. Louis the other day by the seizure by the sheriff of the stock of the St. Louis Trading Stamp Association, at 417 Seventh street. It is said that upwards of three hundred stores in St. Louis used these stamps and that at least twenty-five thousand St. Louis women were saving them. Crowds of the disappointed surrounded the place and bewailed their hard lot.

A. N. P. A. MEETING.

Routine business occupied the time of the American Newspaper Publishers' Association at the convention in New York during the week of February 18. Out of thirty or more topics set for discussion some were of importance to advertisers and agents. The advertising agents' list was completely revised and some agents dropped, it is said. The right to refuse cut-rate patent medicine advertising, as a means to help proprietary manufacturers maintain gross prices, was also discussed. The flat rate came up for debate, and also the question as to whether it is right to allow one advertiser to attack another in a newspaper's advertising columns. The election of officers and directors was practically a re-election, the following being the directorate for this year:

President, S. S. Rogers, *Chicago Daily News*; vice-president, W. L. McLean, *Philadelphia Bulletin*; secretary, Herbert F. Gunnison, *Brooklyn Eagle*; treasurer, Edward P. Call, *New York Commercial*. Frank P. Glass, *Montgomery Advertiser*, director in place of H. H. Cabanis, and William H. Self, of the *Pittsburg Times*, in place of Joseph T. Nevin. Charles W. Knapp, *St. Louis Republic*, and Hilton U. Brown, *Indianapolis News*, succeed themselves. Directors who hold over: C. W. Hornick, *San Francisco Chronicle*; S. P. Weston, *Seattle Post-Intelligencer*; Charles H. Taylor, Jr., *Boston Globe*.

The meeting closed with the usual dinner at the Waldorf on February 22, more than 300 attending what was the largest affair of the kind in the history of the organization.

A. J. SANDEGARD, for two years advertising manager of the *Record*, Fort Worth, Texas, has been made business manager of that paper, succeeding C. W. Hutchinson, who resigns to enter other lines.

"SHOEPRINTS of the Ages" is an odd booklet from the George E. Keith Co., Brockton, Mass., illustrating shoes of ancient and mediæval times, with short chapters on the history of shoes. The whole winds up with the firm's own current styles. The matter is interesting, but it would seem that more space might have been given to Keith goods. The test of such advertising is in results, however.

WILLIAMSPORT'S CIVIC LITERATURE.

During 1905, according to a report issued by the Board of Trade of Williamsport, Pa., the four newspapers of that city published 2,000 columns of municipal advertising, more than a dozen new manufacturing plants were secured by the organization, and an extensive distribution of advertising matter pertaining to the city was made. Following is a list of the board's publications for the year:

Third edition of 5,000 copies of address by C. La Rue Munson, Esq., "Public Spirited Williamsport." This, as all those hereafter referred to, is maintained as a standard publication.

Third edition of 5,000 copies of address by Hon. John F. Laedlein, "Why Williamsport is the Ideal City for a Home."

Third edition of 5,000 copies of address by Mr. N. B. Budd, "Why Williamsport is an Ideal City for Manufacturing Purposes."

Second edition of 5,000 copies of "What the Banks of Williamsport Did."

Sixth edition of 5,000 copies of "What Williamsport Did in One Hour."

Annual report, "What Williamsport Did in 1904," issued in booklet form, 4,000 copies.

Quarterly Bulletin No. 20, 1,000 copies.

A first edition of 2,500 copies of address by John G. Reading, Esq., "Williamsport's Banking Facilities and Financial Condition."

A third edition of 10,000 copies of the illustrated folder was issued in improved form with contents up-to-date.

No. 1 Williamsport button designed in 1903, meeting continued approval for the purposes for which it was adopted, a third supply of 2,500 was secured, making a total of 12,500 of these buttons used since their adoption.

No. 2 button is a design of this year, and a first supply of 2,500 was secured.

A NOVEL TEST FOR COLLARS.

The wings of ordinary collars are folded against the grain of the goods, according to the Washington Shirt Company, Chicago. Wing collars sold by this concern are said to be folded with the grain. On that account they are guaranteed to wear twenty-seven per cent. longer than others. Customers are not asked to take the company's unsupported assertion for this "reason why," but when purchasing a half-dozen of the collars are handed a small box containing a twenty-five cent outfit of indelible ink, a penholder and ball-pointed pen. With this outfit each collar is dated and marked every time it goes to the laundry, and the customer proves the proposition himself. This free marking outfit is extensively advertised in Chicago street cars with double-space cards.

LEADING TECHNICAL PAPERS FILE CIRCULATION STATEMENTS.

Below are noted a few of the leading technical and trade papers which have reported their circulation to Rowell's American Newspaper Directory for 1906. The figures in each case denote the average number of copies printed, each issue, during 1905:

Power	24,300
American Machinist.....	20,367
Hardware Dealers' Magazine.....	19,020
Electrical World.....	13,702
Engineering Record.....	12,317

The *American Electrician*, with a circulation last year of 17,917, has been consolidated with the *Electrical World*, and the circulation of the latter will undoubtedly show a gain in 1906 over 1905.

The *American Machinist*, *Hardware Dealers' Magazine* and *Electrical World* have been awarded the so-called Gold Marks, which are defined in the Directory as follows:

(⊙⊙) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. Among the old chemists gold was symbolically represented by the sign ⊙.—*Webster's Dictionary*.

THE New York *Clipper* has just issued its 54th anniversary number, containing fifty-six pages, within an attractive cover.

BAN ON LEA & PERRIN'S SAUCE.

Because of a trace of salicylic acid said to have been discovered in Lea & Perrin's Worcestershire Sauce, the State Chemist of Minnesota has prohibited its sale or importation into that State. This decision is regarded by the *National Druggist* as far-fetched, autocratic, and a grave injustice to a reputable food article which is damaged by evil publicity.

OUTSIDE PAPERS IN DES MOINES.

Many general advertisers have the impression that the newspapers of large cities, like Chicago, cover the small cities, such as Des Moines. To dispel this impression, a false one, the Des Moines *Capital* has compiled the following estimates of circulation of all outside metropolitan papers in its city:

Chicago papers—Daily.....	1,510
Chicago papers—Sunday.....	7,000
St. Louis papers—Daily.....	500
Kansas City papers—Daily and Sunday.....	20
Omaha papers—Daily and Sunday..	20
St. Paul and Minneapolis papers—Daily and Sunday.....	20

The showing made against the *Capital's* circulation in Des Moines alone of 15,000 daily is, of course, insignificant. Chicago is 358 miles away, Kansas City 225 miles, Omaha 145 miles, St. Paul and Minneapolis 298 miles, and St. Louis 340 miles.

CONGRESSMAN GOEBEL WOULD PROVIDE APPEAL FROM DECISION OF POSTMASTER GENERAL.

Representative Goebel, of Cincinnati, being moved by many communications he has received bearing on the fraud order issued against the People's United States Bank, of St. Louis, of which Edward C. Lewis was president, introduced a bill in the House providing for a radical change in the laws relating to the misuse of the United States mails.

The existing statutes authorize the Postmaster-General to bar from the use of the mails persons who conduct a business which is shown to be fraudulent, and his ruling in the matter is final.

Mr. Goebel's bill proposes that there shall be an appeal from that official's order, and that his decision shall not go into effect until after the case is passed upon by the United States Court, provided at the time the order is issued notice of an appeal is filed with the Postmaster-General. The bill provides that any person against whom a fraud order is issued shall have the right within ten days to file his appeal to the District Court, which is empowered to hear and determine the case submitted to it, to modify or set aside any order issued by the department.

WHAT MADE IT FAMOUS.

In 1869 Mr. Geo. P. Rowell began the publication of Rowell's American Newspaper Directory, the first serious effort ever made to ascertain and make known the circulation of newspapers for the information of advertisers. This useful book became famous because of its policy of rating the circulation of papers honestly and without fear or favor. It cost Mr. Rowell many friends and made him many enemies; and it engendered many threats of libel suits, through its revelations, but no action against it was ever brought to trial.

Chicago, Ill., *Evening Post*, February 17, 1906.

1,550 Pages. Thirty-seventh Annual Edition, issued in June, 1905. Subscription price, \$10. Sent carriage paid on receipt of price by

**PRINTERS' INK PUBLISHING COMPANY,
No. 10 Spruce Street, New York.**

ART JOURNALS.

The Metropolitan Museum of Art in New York City subscribes for the art journals mentioned below:

- American Antiquarian* (bi-mo.), Chicago, Ill.
American Architect (wy.), New York City.
American Journal of Archaeology (q.), Norwood, Mass.
American Journal of Semitic Languages (q.), Chicago, Ill.
Camera Work, New York City.
Record of the Past (mo.), Washington, D. C.

"CONSOLIDATED."

After an attempt to put the Indianapolis *Sentinel* on its feet its publishers decided to suspend it, and the last issue of this old daily, which has been issued as such since 1854, and as a weekly since 1822, appeared Saturday, February 24. The Sunday issue of the *Sentinel* has been sold to the Indianapolis *News* interests, and the latter paper will now have a Sunday issue, known as the *Sunday Morning News*. This preserves to the city both its Sunday papers. The *Sunday Star* has led in circulation in the Sunday field since its establishment less than two years ago. The daily *News* will also fulfill the *Sentinel's* subscription contracts.

NEW CHICAGO AGENT.

The Ben Leven Advertising Agency, recently established at Chicago, with offices in the Marquette Building, is headed by Ben Leven, formerly manager of the Chicago branch of the Kastor agency, St. Louis, and associated with Painter-Fobey-Jones. Mr. Leven states that he starts with the following accounts: Pierce Underwood, investments, Chicago; Straus Bros. Co., Chicago; Solo Rye; the Vogt-Applegate Co., Louisville, mail order whiskey; Frank Fehr Brewing Co., Louisville, F. F. X. beer; Pronto Spraying Co., Chicago, agricultural; Girard Cereal Co., Girard, Kas., cereal coffee; Seelbach Hotel, Louisville; Chicago Table Supply Co., mail order; Humler & Nolan Tobacco Co., Bull Dog tobacco. This agency also handles the outdoor display of the Boston Store and The Fair, Chicago.

THE postoffice appropriation bill this year provides for the collection of statistics at all offices in the United States where second-class matter is mailed. Figures for six months will be gathered, and a summary made as to relative proportion of newspapers, magazines, trade journals, etc., are carried through the mails at a cent a pound. When the figures are in hand new legislation regarding second-class matter is contemplated.

DEATH OF C. C. SHAYNE.

C. C. Shayne, one of the most prominent retail furriers in the world, conspicuous in New York for his advertising, died suddenly February 21 at Atlanta, Ga. He began business in New York in 1873, and at his death left an establishment in 42d street with a stock worth \$1,000,000. Mr. Shayne was prominent politically, as well as in business organizations. For several years he had been interested in running down fraudulent advertisers. His brother, John T. Shayne, is a prominent furrier of Chicago.

REFUSES MEDICAL ADS.

After April the *Hearthstone* and *Housewife*, published by the A. D. Porter Co., New York, will eliminate from their pages certain medical advertising. Objectionable medical announcements, the publishers consider, are such as claim to "cure" or "treat by mail," fits, cancer, consumption, opium and morphine habit, tobacco and alcohol secret cures, rupture, women's diseases, blood poison, fat reducers, bust developers, painless childbirth, free cures for any disease. All advertisements containing extravagant claims, objectionable wording, display or illustrations will also be declined. "The most conspicuous positions have usually been demanded for this advertising," say the publishers, "and the great increase in the volume of it has invoked frequent and emphatic objections from our subscribers, from whom we derive the greater part of our income."

THIS is the day of trained men. In competition with him the untrained man, or the poorly trained man, cannot maintain himself. Do not be afraid of too much theory. Never was good practice which was not preceded by and based upon good theory. Let your theoretical training be broad and deep. It is your only sure foundation for the best work."—*Henry S. Pritchett, President of the Massachusetts Institute of Technology.*

SPECIAL WORK FOR MAINE DAILIES.

Eight daily papers in Maine have formed a combination to advertise themselves and that State as a market, with special offices in Boston, New York and Chicago in charge of Julius Mathews. The papers in this enterprise are the *Augusta Kennebec Journal*, *Bangor Commercial*, *Bath Times*, *Biddeford Journal*, *Lewiston Sun*, *Portland Express*, *Rockland Star* and *Waterville Mail*. These eight cities have an aggregate population of 231,000, it is stated, a desirable public, and the State also offers good territory in advertising medicines, foods, etc. A total circulation of 40,000 is claimed by this combination, and its combination rate per inch on moderate contracts is about \$2.

CATESBY ELECTION NOVELTIES.

During the recent British elections there appeared each morning in the newspapers advertisements of Catesby & Sons, the London general merchants, a succinct statement of returns up to midnight—British elections extend over a considerable period, and returns come in for many days. Great attention was attracted to these returns because of their brevity, regular returns in the papers being a mass of figures. The returns were furnished by the *Morning Leader* news service at the moment of going to press, by special arrangement. Another election feature of this store was the display of printed bulletins in its windows by day, the returns being brought from the *Daily News* office by a swift cyclist.

MR. HORACE DAVIS, formerly assistant business manager of the *Boston Traveler*, is now advertising manager of the *Standard*, the new Montreal weekly.

HARRY KAUFMAN, of the Kaufman Advertising Agency, New York City, was recently married to Miss Bessie Adler, of Baltimore. The bride is a niece of Mrs. Herbert Kaufman, wife of the head of that agency. The Kaufmans came from Baltimore about five years ago and have built up a thriving agency in the clothing district.

PURE FOOD LAW WILL HELP PURE GOODS.

Reputable food manufacturers have reason to approve the pure food law that has just passed the United States Senate, for it will abolish uncertainty regarding foods and stop the misguided denunciation that has, during the past year or more, hurt the sales of thousands of entirely reputable articles. The law makes it a misdemeanor to manufacture or sell adulterated or misbranded foods, drugs, medicines, or liquors in the District of Columbia, the territories, and the insular possessions of the United States, and prohibits the shipment of such goods from one State to another or to a foreign country. It also prohibits the receipt of such goods. Punishment by fine of \$500 or by imprisonment for one year, or both, is prescribed. The law also defines foods, drugs, medicines, and liquors, and the standards for them. There is an exemption for dealers who furnish guarantees against adulteration and misbranding. Mixtures or blends containing alcohol or opium must be branded or labeled so as to show that fact. The provision regarding the misbranding of liquors reads: "It shall be deemed misbranded if it is blended or rectified or consists of an admixture of different grades of the same liquor, or contains or is mixed with other substances, and the word 'blended,' 'rectified,' or 'mixed,' as the case may be, is not plainly stated on the package."

MRS. HELEN MAR THOMSON (née Helen Mar Shaw) has tendered her resignation as editor of *Judicious Advertising* and gone with the Mahin Advertising Agency of Chicago. She says no permanent editor for the above PRINTERS' INK baby has yet been found. Helen was a good one and that's no joke.

AN ORANGE YEAR-BOOK.

A start toward advertising California oranges has been made by H. K. Pratt & Sons, fruit brokers at Redlands, Cal., in the issue of a booklet entitled "The Citrus manual for Carlot Dealers." This brochure gives the technical terms and grades used in packing California oranges (something never given before, it is said), and also has an abundance of technical information that will not only help the dealer financially, but aid him in making California oranges known to the public. Some 2,000 of these books are to be distributed yearly. This first issue has brought good results.

IN PROVIDENCE.

The plant of the *Evening Telegram*, in Providence, has been transferred to new owners, and is under a new management. The name of the paper has been changed to the *Daily Tribune*, its appearance has been altered in many ways, and a morning edition has been added. In all departments the new enterprise has drawn experienced men from the *Journal*, and the new paper starts its career with an organization which has already worked together successfully. The president of the new company, and editor-in-chief, is Mr. F. H. Howland, former manager of the *Journal*. The business management centers in Mr. M. S. Dwyer, who has largely contributed to the growth of the *Journal* publications. Some of the department heads who have transferred their allegiance to the new paper had been in the employ of the *Journal* for over twenty years.

THE STAR GALAXY.



The full roster of the Star Galaxy to date may be observed on page 61 of this issue.

The Guarantee Star is the highest distinction which can be bestowed at the hands of the editor of Rowell's American Newspaper Directory. The Star Galaxy principle is in its infancy and is an institution bound to grow—if a majority of publishers are coming to have the same views on honest circulation reports as those publishers have, who are already admitted to the Rowell Directory Guarantee. Applications for the Guarantee Star should be made at once by publishers who are interested in the subject—and who believe that they are eligible to the highest distinction which the editor of Rowell's American Newspaper Directory can bestow—and who dare use the Guarantee Star.



THE VIKING SHIP WITH ITS FULL WHITE SAIL, APPEARING ON THE "GUNTER'S" COVER FOR APRIL, WILL BE USED HEREFTER IN ALL ADVERTISING AS THE IDENTIFICATION MARK OF "GUNTER'S MAGAZINE" AND ITS ROMANTIC FICTION.

THE DECLINE OF THE RELIGIOUS JOURNAL.

Writing in *Zion's Herald*, the Rev. H. A. Bridgman, managing editor of the *Cogregationalist*, expresses the opinion that the time has come when the denominational journal ought not to be expected to pay expenses but should be subsidized as are church missions and schools of theology. Mr. Bridgman believes that it would be an "irreparable loss" to our churches if these papers should be obliged to suspend publication. While the extinction of the denominational journal may not be imminent, changed conditions are making it year by year more difficult for the religious paper to make both ends meet. People no longer care as much about denominational differences as they did formerly, and so feel less need of a special organ to champion their particular faith. The daily papers are devoting attention to religious matters and thus enter into direct competition with the denominational journal. Subscribers to religious papers are harder to find than ever before and harder to hold. Summing up the difficulties of marketing the religious journal Mr. Bridgman says: "We do not appear on the newsstand or have our wares hawked up and down the streets. We have to rely on the loyalty of our ministers, and they often put the task off upon someone else, and now and then it happens that the most difficult task in the world is committed to the most inexperienced hands. Now, that is the way we get at our public. It is a marvel that we do as well as we do, when you think of the ordinary methods of circulating the magazines and the daily papers, which are foreclosed to us because we cannot afford them. The number of people is limited, to-day, who are interested in religion on its formal, ecclesiastical, technical, devotional, and missionary sides. And these are the sides of religion which the religious paper as a trade journal must largely exploit, however much it may try to be entertaining and varied and interesting along other lines."

ODD FACTS ABOUT NEW YORK.

A writer in the *Search Light* says: Greater New York, the second city of the globe, might be called "the island city of the world," for it contains forty-five islands, as many islands as there are States in the Union.

The city pays each year to run its government about one-third as much as Uncle Sam spends to govern the nation. New York's annual budget is greater than that of any other five American cities combined.

New York is over twice the size of the Danish West Indies and is larger than Chicago and Philadelphia combined.

The most crowded block in the city

is on the West Side, where over four thousand people live in less than four acres of ground.

Its population is 4,014,304, its increase in five years being a larger population than that of the city of Boston.

The Germans in New York, by birth and parentage, would make a city equal to Leipzig and Frankfort-on-Main combined; the Austrians and Hungarians, Trieste and Fiume; the Irish, Belfast, Dublin and Cork; the Italians, Florence; the English and Scotch, Aberdeen and Oxford; the Poles, Poltava in Russia. One-seventh of the people are Jews, and their number equals the population of Maine.

There are more people living in New York City than in fourteen of our States and Territories: Arizona, Delaware, Montana, Nevada, Indian Territory, Idaho, New Hampshire, New Mexico, North Dakota, Rhode Island, South Dakota, Utah, Wyoming, and Vermont.

One out of every twenty-one persons in the United States, or one member of every four families, lives in New York City—the others live out of town.

MR. BRADY IS WRONG.

NEW YORK, February 17, 1906.

Editor of PRINTERS' INK:

Under the caption of "Swaps Die Hard" you publish in the current issue of PRINTERS' INK, a letter from Mr. Curtis P. Brady, advertising manager of *McClure's*, which gives the impression that the *Ladies' Home Journal* accepts transportation advertising on an exchange basis. This is entirely incorrect. The only way space can be purchased in the *Ladies' Home Journal* is for cash and at full card rates, and there are no exceptions to this rule of any kind, nature or description, whatsoever. If you will kindly print this correction it will be appreciated by

Yours truly,

THE CURTIS PUBLISHING CO.,
E. W. Spaulding, Adv. Director.

Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.00 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement, and granted, double price will be demanded.

WANTS.

A D-WRITER. Powell graduate, desires position. Any locality. Best references. Address P. O. Box 28, Truxton, N. Y.

POWELL GRADUATE desires position as ad writer; young married man; splendid references. H. BLISS SWAISGOOD, Akron, O.

WANTED—A competent, sober, industrious pressman for double-deck press. Illinois morning paper. "C. D. H." care Printers' Ink.

WANTED—Situation as ad writer's assistant or clerk; 3 years' experience in commercial work; studied adv.; reference. "M. T." Printers' Ink.

WANTED advertising space for flavoring extracts; on market 50 years. in exchange for treasury stock. Address "EXTRACTS," care Printers' Ink.

WANTED.—First-class artist for general agency work. Send samples of work. MASSENGALE ADVERTISING AGENCY, Atlanta, Ga.

WANTED—To buy immediately for cash, a second-hand Harris Press, either single or two color. Address A. TAYLOR, Boyce Building, Chicago.

THE circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

WANTED—Competent, sober, advertising manager for live morning Illinois paper. City of over 80,000. Dead ones need not apply. "H. X. D." care Printers' Ink.

ADVERTISING writer wants position. Can write bright, gingery or picturesque copy for agency or business house. Moderate salary. Address "BRISK," Printers' Ink.

POSITIONS open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWSPAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

WE WANT capable men for Executive, Clerical, Technical and Salesman positions, paying \$1000-\$5000. Write for booklet. HAPGOODS, Suite 511, 300 Broadway, N. Y.

MANUFACTURERS of high-grade advertising calendars and novelties, desiring active representation in southern Ohio on commission basis, will find it to their advantage to address "ENERGY CINCINNATI," care of Printers' Ink.

FIRST-CLASS Press Clipping Bureau in West wants an experienced man able to secure and handle business by correspondence. References required. An interview in New York will be arranged. Address "A. B. C." Printers' Ink.

MAN to edit house publication. Must have had considerable experience in advertising and be able to formulate ideas and assume responsibility. We want a man, not a machine. Address "Z," No. 100 care of Printers' Ink, New York.

EVERY ADVERTISER and mail-order dealer should read *THE WESTERN MONTHLY*, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. *THE WESTERN MONTHLY*, 815 Grand Ave., Kansas City, Mo.

WANTED.—Brunswick, Ga. Journal (only afternoon paper in city), official organ city and county, wants energetic business manager, who can invest in small block stock if he desires. Fine opening for ambitious worker to secure permanency.

WANTED—A man who has faith enough in his ability to secure advertising to rely on the results of his work. The right man should earn at least \$5,000 a year and will have a share in the profits. Tell us exactly what you have done. "No. 91," care Printers' Ink.

MEDICAL CORRESPONDENT—Registered physician, eight years' practice, thoroughly experienced in mail-order correspondence, will exchange with responsible concern. Address "PHYSICIAN," 1015 Mercantile Library Bldg., Cincinnati, O.

WE want an Eastern representative, one who can deliver the business. Ours is the only evening paper in Austin, a city of 27,000. Circulation is 2,200 five ones. Ours is the largest circulated paper in this section of the State, and we are one among the few who swear to circulation. *TRIBUNE*, Austin, Texas, F. L. Brittain, Advertising Manager.

CONCERNING TYPE—A Cyclopedia of Every-day Information for the Non-Printer Advertising Man; get "typewize"; 64 pp., 30c. postpaid; ag'ts wanted. A. S. CARNELL, 150 Nassau St., N. Y.

WANTED—Agents to secure subscriptions and solicit advertising for a complete Export Shipping Guide, price \$3 per copy, good commission; references required. EXPORTERS ENCYCLOPEDIA CO., 65 Duane St., New York.

WANTED

Position as assistant in editorial, advertising or mechanical department of trade journal or other established publication, by young man (23) with four years' general experience in publishing business. Honest, able and willing. First-class references. Address "J. M. J.," P. L.

YOUNG MEN AND WOMEN of ability who seek positions as ad writers and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

What Can You Offer?

Well-trained and competent young man of 32 desires position as ad-writer or assistant manager with some firm. Will also consider offer from some good agency or newspaper. Small experience, but can make good. A references. Address "M. F.," care P. I.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$1,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL Advertising and Business Expert, 1703 Temple Court, New York.

AN afternoon paper in a city of 50,000 wants an advertising manager who can develop all the advertising in the territory. The city is commercially strong, the stores have good stocks, the people are prosperous and the newspaper has the circulation supremacy.

No one but a man who knows the art of advertising, can talk advertising, and who can write advertising copy, need apply. The publisher owns bigger newspapers, and the opportunity is here for the fellow who has brains and ambition. Address "MIDDLE WEST," care of Printers' Ink.

Novelties Wanted

Novelties that are novelties—that is, articles brand new (anything and everything clever and salable) will be considered on the merits if offered to the undersigned. *We want things to sell by the million in our stores—over 300 of them.*

UNITED CIGAR STORES CO.

(Sales Department),

141 West 17th Street, New York

JOB WANTED

by a live kid not afraid of work, provided it's in a good clothing store or haberdashery in a live town having one or more daily newspapers. Fine recommends from every place I've ever worked. Will work seven days a week.

My terms are reasonable. I can pull business. Get next to



"THE OFFICE BOY,"

P. O. Box 86, Los Angeles, Cal.

Terms to agents.

ILLUSTRATORS AND ILLUSTRATIONS

A DVERTISING Cuts for Retailers; good; cheap HARPER ILLUS. SYNDICATE, Columbus, O.

H. SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

CARD INDEX SUPPLIES.

THE CARD INDEX QUESTION will be quickly and easily settled by getting catalogue and price from the manufacturers. This means us. **STANDARD INDEX CARD COMPANY,** Rittenhouse Bldg., Phila.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave. N. Y. Medical journal advtg. exclusively.

GOLDEN GATE ADVERTISING CO., 3400-3402 Sixteenth St., San Francisco, Cal.

THE H. I. IRELAND ADVERTISING AGENCY: Write for particulars of the Ireland Service. 925 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago, Boston, Philadelphia. Advertising of all kinds placed in every part of the world.

BARNHART AND SWANEY, San Francisco—Largest agency west of Chicago; employ 50 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

DEVELOP this advertising field. It is most inviting. We can advise as to mediums, and how to use them. Write us. **THE DENBARATS ADVERTISING AGENCY, Ltd., Montreal.**

PRINTERS.

PRIETERS. Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

WE print catalogues, booklets, circulars, adv. material—all kinds. Write for prices. **THE BLAIR Ptg. Co., 514 Main St., Cincinnati, O.**

FOR RENT.

BILBOARD advertising space on tower, view of seven railroads and three main streets in Chicago. Less than combine prices. Best ad space in Chicago. **BARKER, 1605 Fort Dearborn Building, Chicago.**

ELECTROTYPERS.

WE make the electrotypes for PRINTERS' INK. We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CHAWFORD & CALDER 45 Rose St., New York.**

STOCK CUTS.

WRITE for our catalogue on your business letterheads. **STANDARD ENGRAVING CO., Photo Engravers, New York.**

DIRECTORY OF NOVELTY MANUFACTURERS.

A GENTS wanted to sell ad novelties, 25¢ com. 3 samples, 10¢. **J. C. KENYON, Owego, N. Y.**

RUSTIC hand-turned wood souvenirs; ad novelties. **BARTON & SPOONER, Cornwall-on-Hudson, N. Y.**

CRISTAL Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTTON CO., St. Louis, Mo.**

WRITE for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITKHEAD & HOAG CO., Newark, N. J.** Branches in all large cities.

THE SATISFIED PUBLISHER

whose publicity accomplishes all that he desires should write to me for Publishers' advertising, producing something more than the present small "all." Recommendation No. 2: Awarded three prizes and special bonus *Collier's Weekly* "Lion's Mouth," 1903.

PERCY P. VYLE,
518 Walnut Street, Philadelphia, Pa.

AD WRITING.

A Short Course In Adwriting

A complete outfit covering in detail the entire preparation of a newsy advertisement.

Gives all needed instructions; type information; measures; proofreader's marks, with explanations, etc., and points out the selling points of an article.

Illustrates proofreading; and shows how to draw a printer's dummy ad, giving all instructions for type display.

All together, a complete instructor that enables anyone to write ads.

Satisfaction or money back.

Post Paid for

50c.

L. ROMMEL, JR.,

61d Merchant St., Newark, N. J.

MAIL ORDER.

MAIL-ORDER ADVERTISERS—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description: from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO., 709 Oakland Bank Building, Chicago.**

NEWSPAPER BROKER.

PUBLISHERS wishing to sell should write to me. Business not exposed—and I make prompt sales. No sale, no charge. Want to-day for quick sale live Republican daily, in progressive city. Several splendid Southern openings. **L. S. COTTRELL, Newport News, Va.**

POSTAGE STAMPS.

I BUY at 4 off, unused U. S.; c. o. d. **R. E. ORSER, R. 6, 94 Dearborn St., Chicago, Ill.**

CATCH PHRASES.

CATCH PHRASES that pay—150—25c.
B. CO., 307 Bergen St., Brooklyn, N. Y.

TIN BOXES.

If you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huyers, Vaseline, Santol, Dr. Charles Fleisch Food, New Skin, and, in fact, for most of the "big guns." But we say just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

DESIGNERS AND ILLUSTRATORS.

DESIGNING, illustrating, engraving, illuminating, engraving, lithographing, art printing. **THE KINSLEY STUDIO**, 245 E'way, N. Y.

ADVERTISING MEDIA.

THE BILLBOARD, America's Leading Theatrical Weekly. 12th year. Cincinnati, O.

THE EVANGEL, Scranton, Pa.
Thirteenth year; 20c. a copy line.

ANY person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

TWENTY grocers distribute food products to 10,000 consumers in Troy and Central Miami County, Ohio. The **RECORD** reaches 70 per cent of them. Only daily. One appropriation only necessary. Send for rate card.

PORTLAND, Oregon—Mecca for Tourist, Home-seeker and Investor—Home of the Lewis & Clark Exposition. Told monthly by its leading citizens in official organ. 50c. for six months. **CHAMBER OF COMMERCE BULLETIN**. Subscribe now. Subscribers furnished with other literature about Portland and Oregon without extra charge.

TRADE JOURNALS.

"REAL ESTATE", Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

CLASS PUBLICATIONS.



20,000 Buyers
of (\$1,025,000,000 annually)

Hardware, Housefurnishing Goods, etc.

Read every issue of the
Hardware Dealers' Magazine.

Write for rates. Specimen Copy mailed on request.
252 Broadway, N. Y.

PREMIUMS.

BOOKS FOR PREMIUMS—If in need of any books for premiums, communicate with **GROSSET & DUNLAP**, 11 East 16th St., New York.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 300-page list price illustrated catalogue, published annually, 34th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

ADDRESSING MACHINES.

ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates. **WALLACE & CO.**, 29 Murray St., New York, 1310 Pontiac Bldg., 338 Dearborn St., Chicago, Ill.

ADDRESSING MACHINES AND FAC-SIMILE TYPEWRITERS.

AUTO-ADDRESSER—An office machine that saves 90 per cent. Besides selling the "AUTO-ADDRESSER," we make an **IMITATION TYPEWRITTEN LETTER** and fill in the address so that it cannot be distinguished from the real. We do wrapping, folding, sealing, mailing, etc. Ask us.

AUTO-ADDRESSER, 310 Broadway, N. Y.

PATENTS.

PATENTS THAT PROTECT.

Our 8 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington, D. C. Estab. 1869.

SHEPHERD & PARKER, Solicitors of Patents and Trade Marks, 503 Dietz Bldg., Washington, D. C. Highest references from prominent manufacturers. Hand book for inventors sent upon request.

COIN CARDS.

33 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

HALF-TONES.

NEWSPAPER HALF-TONES. 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn. **HALF-TONE** or line productions. 10 square inches or smaller, delivered prepaid. 10c. 6 or more, 50c. each. Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 415. Philadelphia, Pa.

MONEY MAILERS.

MONEY MAILERS—\$1.90 per M. Samples free. **KING KOIN KARRIER CO.**, Beverly, Mass.

DISTRIBUTING.

DISTRIBUTING in the Southern States produces results that are entirely satisfactory to advertisers who place their contracts with the **Bernard Agency**. Write **CHAS. BERNARD**, 1516 Tribune Building, Chicago.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

ADVERTISEMENT CONSTRUCTORS.

AD-Writing—any business—any place—chatty style—ideas suggested. "O.B." Printers' Ink.

"GRAINS OF GUMPTION", a 48-page booklet, with contents, which fully justify the title. 2c. **JED SCARBORO**, 557a Halsey St., Brooklyn, N. Y.

DO YOU EVER

need a series of really tactful business letters? Letters without a tinge of bombast, "bulldozing" or begging in them? Letters that simply tell a good, strong, probable story, after an interesting, self-respecting fashion that wins confidence from the man heartily sick of the other kind? Letters absolutely free from mere "hot air," that tell their story fully and then stop. I do not claim omniscience—do not even suspect myself of knowing all about anything—but I do know a few things—**EXCESSIVELY**, for instance. I know that I constantly receive what are called "follow up letters" (often sent me without the least provocation), that are so downright repellant that they fairly fly into my waste paper basket, and I further know that I am not alone in this experience.

From such data as any one can furnish I frequently build Business Letters that receive the highest possible praise—viz., they are paid for without complaint.

Possibly I might be able to build some letters that would suit you.
No. 38, FRANCIS L. MAULE, 402 Sansom St., Phila

FOR SALE.

DEMOCRATIC Western county seat paper, \$2,750. Address "W. F. C.," Printers' Ink.

FOR SALE—Linotype machines. Had three, Milwaukee, Wis. THE HEROLD COMPANY,

\$5,000 SECURES control of monthly magazine that will stand full investigation. Party able to devote part of time preferred. Address "D.," Printers' Ink.

FOR SALE—Three-roll Scott Perfecting Press with stereotyping outfit. Will print in two colors on outside pages of 4, 6, or 8-page sections. Prints all signatures from 1 to 24 pages, excepting 14 and 18 pages. Practical speed 30,000 per hour. Can be seen in operation. THE HEROLD COMPANY, Milwaukee, Wis.

FOR SALE—Flourishing monthly trade journal, clearing \$6,000 annually. Exclusive permanent and rapidly expanding field, representing one of the leading industries of America—\$15,000. Legitimate proposition; will bear most thorough investigation. Splendid opportunity for trained trade journal publisher to secure fine, well-established publication very reasonable. If interested, write "XX," care P. I.

FOR SALE—Daily paper in town of 6,000. Only daily in radius of 100 miles. City has fine schools, water works, electric lights, sewerage, telephone system, two telegraph companies, three trunk lines railway, two express offices, fine churches, clubs, lodges, 20 factories; in black prairie belt, East Mississippi. No malaria; fine climate; no saloons; few negroes. Negro population is in West Mississippi. Paper has 1,300 circulation. Did \$5,000 cash business in 1905. Expense \$2,400. Price \$3,000, cash. This is a snap. Sample copies on application. Don't write unless you have the cash. Owner has other business. Address DAILY TIMES-HERALD, West Point, Miss.

PAPER.

BASSETT & SUTPHIN.
45 Beekman St., New York City.
Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

SUPPLIES.

NEW TYPE, 24c. lb. EMPIRE FOUNDRY, Delevan, N. Y.

NOTE HEADINGS of Bond Paper, $5\frac{1}{2} \times 8\frac{1}{2}$ inches, with envelopes (laid p.) 100 for 65c.; 250 for \$1.70; 500 for \$1.60; 1,000 for \$2.50; 2,000 for \$4.50; 5,000 for \$11.00. Send for samples MERIT PRESS, Bethlehem, Pa.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

BERNARD'S Cold Water Paste is in dry powder form, mixes by adding cold water; no dirt, no odor, no waste, will not stain. Best paste made. Sample package free. BERNARD'S AGENCY, Tribune Building, Chicago.

BOOKS.

Successful Advertising. HOW TO ACCOMPLISH IT.

A book for retail merchants and beginners in advertising. Will be sent, postpaid, upon receipt of Two DOLLARS. Address

Printers' Ink Publishing Co.,
10 Spruce St., New York

COIN MAILER.

1,000 for \$3. 10,000, \$30. Any printing. Acme Coin Carrier Co., Ft. Madison, Ia.

ADDRESSES FOR SALE.

50,000 MASS. country addresses, 50c. per M. GUY RICHARDSON, Boston.

REMARKABLE NAMES FOR SALE.
We have compiled for our personal use in the soliciting of subscriptions the name and address of every farmer in the Corn Belt who owns 20 head of cattle. The live stock farmer is the progressive farmer, is the farmer who has money and the farmer who has many needs. We can furnish these names by counties or States—Ohio to Kansas. Write us for particulars. SUCCESSFUL FARMING, Des Moines, Iowa.



can be used with great success to advertise any novel tool, utensil or toy, the use or working of which can be DEMONSTRATED by street-men, sidewalk salesmen or itinerant vendors and pedlars. These all read the BILLBOARD every week. Rate 15 cents flat. Last form closes Mondays at midnight. THE BILLBOARD PUBL. CO., Cincinnati, O.

CARDS.

POST CARDS of every description are made by us. We ship to all parts of the world. Particulars on request. U. S. SOUVENIR POST CARD CO., 1140 Broadway, N. Y.

PUBLISHING BUSINESS OPPORTUNITIES.

Trade Journal Opportunity

Excellent high class trade paper, having good circulation, doing gross business over \$30,000, showing satisfactory net profit, can be bought at right price. Present owner is otherwise engaged, but will lend his personal influence to new owner. The present organization could be continued intact, and the present net income very largely increased. Price, \$35,000. Terms to responsible parties. Splendid chance for hustler.

EMERSON P. HARRIS

Broker in Publishing Property

253 BROADWAY NEW YORK

Plantation Missionary

OBERLIN, OHIO.

Every two months.
Seventeenth year.
25 cents a year.
Four years, \$1.00.

C. N. POND, Editor.

Reaches all parts of the country, particularly the North and the East. Reliable subscribers, who pay every year, and who know a good thing and have the cash and the vim to send for it.

Good medium for Schools and Colleges, Books, and any high-grade mail-order business.

Samples and advertising terms free on application.

Established June 1, 1895.

\$1.00 a Year.

THE WACO TRIBUNE

Semi-Weekly—Wednesday and Saturday.

Sworn circulation Jan. 1, 1906, 5,251. Sworn circulation Feb 1, 1906, 5,329.

The Tribune Company, Incorporated, publishes the WACO SEMI-WEEKLY TRIBUNE at Waco, Texas. The TRIBUNE circulates largely in the City of Waco (30,000 population) and in Central Texas, the populous and rich section of the State. The improvement of the Brazos river now under way by the Federal government will place Waco within three years at the head of navigation on that river, a direct water way to tide water. The future rapid growth of the city is assured. The paper has a distinctively intelligent and prosperous clientele—comprising farmers, stockmen, merchants, artisans and professional men. The publishers believe the American Newspaper Directory editor, if he knew the TRIBUNE as well as its home advertisers do would give the paper the bull's eye mark. Write to any home advertiser in the TRIBUNE what he knows and thinks of the paper. Present circulation (sworn to) 5,329 copies each issue. Sworn statement on file with the editor of the American Newspaper Directory. Estimates and sample copies with commission given to agents.

A PROGRESSIVE town
on the main line
of railroad between Boston and Montreal.

NORTHFIELD, VERMONT

\$200,000 in new buildings in 1905.

- A Manufacturing Town—With the largest granite cutting plant in Vermont.
- A Slate Town—Quarrying the best Black Slate in America.
- A College Town—The seat of Norwich Univ'ty, the Military College of the State.
- A Town for Retail Trade of an outlying and particularly prosperous farm, dairy and lumber section.

Reach this territory at a moderate expense by the
one newspaper that goes into almost every home—

THE NORTHFIELD NEWS

Amer. Newsp. Direc'y rating. No trade, exchange, or objectionable advg. accepted.

Further information, including sample copies and a copy of National-Vermont Calendar, 1906, mailed upon request.

FRED N. WHITNEY, Publisher.

CANADIAN RESULTS.

To succeed in Canada, an advertising campaign must be planned with a knowledge which only experience in this special field will give. Copy both in English and in French ($\frac{2}{3}$ or more of the population must be advertised to in French), must suit Canadian ideas. No Agency either in Canada or out of it is better equipped than we are to handle Canadian business successfully. Correspondence is invited from prospective advertisers, and from those whose appropriations have not brought proper returns. Lord Strathcona, Canada's Grand Old Man, predicts that Canada at the end of the century will have as many inhabitants as Great Britain. Now is the time to establish your trade and reap the benefit of the great increase which has already taken place.

THE DESBARATS ADVERTISING AGENCY, Limited,
Number 51 Sovereign Bank Building, MONTREAL, CANADA.



MERELY A MATTER OF KNOW- ING THE GOODS, TOO.

Some months ago the two partners in a knitting mill came to New York with samples of their product—dead set to advertise—somewhere or somehow.

They made two calls—one upon an advertising agency, that doubtless does good work in the things it knows about, and one upon us.

The samples they brought were just plain, ordinary underwear which 50 mills right in their locality manufactured, and which retails the country over for 25 cents a garment.

It represents merely the cost of the yarn, the manufacturing expense, commission to the jobber, and a bare, living profit to the manufacturer.

It has no advertising *features* itself, and no *margin* for advertising.

The agency promptly advised going into the magazines—so many million readers—so many thousand dollars. Very simple.

We, just as promptly, said it would be more sensible to take the money and buy an auto-

mobile. Get some fun out of it anyway.

They went away.

And then what happened?

We secured samples in the open market of a type of knit underwear for which we *knew* there was a demand at 50 cents a garment. We sent them these samples as *types of value*, and after six attempts they developed a garment which

they can sell on individual merit, free from parallel competition and at a price which will enable them to do four things:

1. Establish a trademark.
2. Keep up quality.
3. Provide money for promotion.
4. Make several times the profit they make on regular stuff.

Our plan was accepted.

Which goes to show that when you come to Textile articles or other items sold in dry goods or department stores, it is well to consult the concern who *knows the goods* and that devotes all its time to promoting them.



ROOT NEWSPAPER AGENCY

Reaching the merchant through necessary class papers and the consumer through magazine, newspaper, store and other advertising in co-operation with the Dry Goods and Department Stores of the United States.

ADDRESS

192 1/2-200 GREENE STREET, NEW YORK.

CHICAGO, ST. LOUIS, SAN FRANCISCO, PHILADELPHIA,
BOSTON, CLEVELAND, MANCHESTER (ENG.), BERLIN.

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 33 UNION SQUARE, N.Y.
 READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
 CRITICISM OF COMMERCIAL ART MATTER SENT TO MR. ETHRIDGE.

"It," whatever it may be, keeps catalogues, according to this advertisement of the Leonard Manufacturing Company. Maybe "it" does, but the chief difficulty presented is to get the catalogues into "it," for the Leonard Company has covered it all over with heavy black type. Perhaps you fill it up with catalogues and then nail ad-

a clean, attractive looking advertisement.

* * *

The American School of Correspondence advertisement shown here was clipped from the March issue of *Success Magazine* and occupied a space equal to a full page in a magazine of the standard size. It is shown here for the reason that it is something new, and therefore something interest-

IT KEEPS CATALOGS

A first-aid to close buying—keeps you in touch with your market.

Ready reference by card index to any catalog,

quick, sure, simply.

For office work and sales certainty. It costs \$25, in golden oak, finished, strongly built.

Also contains extra card system for buyers.

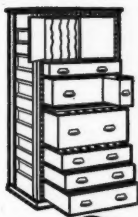
LEONARD
MFG. CO.

GRAND RAPIDS, MICH.
21 Ottawa St.

No. 1

vertising matter all over it so as to make sure that the catalogues are kept securely. At any rate, the seeker for knowledge is compelled to guess in this case for the reason that this advertiser has succeeded in mixing up his goods and his copy to such an extent that neither conveys anything to the understanding or the imagination. It is quite possible, as in the illustration marked No. 2, to show the article advertised, leave plenty of room for copy and have

IT KEEPS CATALOGS



No. 2

ing. What the advertiser has to say occupies only about one-quarter of the space—the rest of the space is left for the interested reader to fill out and send in. The advertisement contained about 130 lines of this white space, which, at the *Success* rate of \$2 per line, amounts to the neat sum of \$260. Now, it is no trouble at all for Mr. Abbott to prove conclusively that space in *Success* is worth \$2 a line, but it seems as if it would puzzle even him to figure out that it is worth that price as writing

this particular advertisement is a good example of the series. Advertising of this kind is interesting because it marks the progress of the business and domestic use of electricity and the advertising of electricity and electric appliances—particularly interesting because it is one of the latest developments of modern publicity.

* * *

There appeared in this department a few weeks ago a criticism of a fountain pen ad for which

"A. A. Waterman & Company" are responsible. This advertisement depicted a deep sea diver covered with mud and rescuing a pen from the depths of the ocean. L. E. Waterman & Company, manufacturers of Waterman's Ideal Fountain Pens, rise to object, fearing that the public may confound their pen with the other and assume that they were responsible for the muddy diver. As there may be some ground for that fear this explanation is made.

THE GERMAN DAILY

Rochester Abendpost

has the Telegraphic Service of the Publishers' Press, Linotype Type-Setting Machines, a fast Web Press, and everything necessary for the publishing of a thoroughly modern, up-to-date newspaper.

The "Abendpost" has the largest Circulation of any German Newspaper between New York City and Cleveland.

"BADLY FAKED."

Office of The Daily Mail.

Anderson, S. C., Feb. 12, 1906.

Printers Ink Jonson,
New York, N. Y.

DEAR SIR: Please send me 250 lbs. News ink via Clyde Line steamers and find check enclosed. I have been buying ink from you for some time and if you will look up my last order you will see I complained of the quality, and told you it would have to be better or I would quit. So I recently bought a 500 lb. barrel from a large concern with the view of getting better ink, and I paid more for it than I paid you. The ink came in and was only opened a few days ago, and we will have to throw the whole business away. It is in lumps, not half ground, and is useless for printing purposes. I want good ink and thought by paying more than you charged I could get better ink but instead got badly faked.

Very truly, G. P. BROWNE, Publisher.

It is an easy matter to remedy the petty troubles found in inks as all printers have their own methods of using it, and what works in one place will not suit in another. Mr. Browne frankly admits his mistake in shaking me, and realizes that there are other ink men who charge more money but give poorer ink than I sell. Send for my new sample book. Address

PRINTERS INK JONSON,

17 Spruce Street,

New York.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

THE BULLARD MACHINE TOOL Co.,
Broad St. and Railroad Avenue,
BRIDGEPORT, Conn., U. S. A.
Editor Ready Made Department:

I enclose clipping from the Bridgeport *Evening Post* regarding an advertising scheme one of our largest druggists worked, which, however, I understand is bringing results opposite from what were intended.

These letters were sent out written in long-hand on a light, tinted, purple paper, with envelopes to match. They had every appearance of coming from one of the fair sex—the paper even being perfumed.

The wife of one friend of mine opened his letter, and, being of an extremely jealous disposition, got so worked up over it that she was ill for two days. Another chap told me that his wife opened his letter and made things unpleasant for him, and when finally persuaded that it was simply an advertisement, said that she would never again purchase anything in Dupee's.

You can easily see that there are several ways this could work to disadvantage. For instance, supposing some respectable lady should have gone to this drug store to wait for a car or a friend and, not knowing about this letter having been sent out, wait in the window at the left-hand side. Naturally a number of men who received the letters went around there out of curiosity, if nothing else, and if they had seen a lady in the window in question and not known who she was, they might not have hesitated to approach her.

I give you the above that you may use it in your valuable paper or not, just as you think best.

Yours very truly,
F. J. LOWENSTEIN, Adv. Mgr.

It shouldn't be necessary for PRINTERS' INK to make any comment at all on such "advertising" as this; but it seems that there are still some merchants who regard advertising merely as a means of getting attention, and who forget that there are two kinds of attention—favorable and unfavorable. It is seldom possible to lay down hard and fast rules for advertising, conditions vary so, but there is one rule so clearly right and so plain that it should not be necessary to print it, and that is, "Don't 'monkey' with

politics, religion or private domestic affairs." "Advertising" of the kind described above and here reproduced, aside from being a positive injury to the merchant who permits it to be done in his name, does serious damage to the cause of real advertising. It is just such costly "smartness" or ingrowing "cleverness" that keeps some otherwise good merchants from making deserved success through the usual channels of advertising—the newspapers, intelligent, straightforward mail campaigns, etc. I'd like to see the woman who wouldn't get a bit "green-eyed" if she found a letter like this in the clothes of any man she cared for:

My Dear ———:

No doubt you will think I am a very dreadful person. I am going to yield to a sudden temptation and write.

I saw you on the street yesterday. A mutual friend told me your name and I found your address in the directory. If you think you would care to meet me, I will be at Dupee's drug store at 8 o'clock to-night. Look in the left-hand window. I hope you do not disappoint me.

Yours (if you want me),
MISS DANDRO.

Or, for that matter, the woman who would not cut that particular merchant from her shopping list in spite of the second apologetic and explanatory letter, which, bearing the merchant's name and address tells her who is responsible for the scheme. The importance of giving the matter so much attention here, is shown by this clipping from a Bridgeport paper:

It seems that the letter was taken seriously by some of the men who received it and some of the wives have not yet resumed their ordinary peace of mind. In fact one prominent business man was so worked up that he sent for the police and wanted the matter investigated, never thinking it was an advertising dodge.

"The Little Schoolmaster" is confident that none of his old

scholars would make a mistake of this sort and is anxious that none of his new ones shall do so, even if the scheme does come with a gross or so of the goods and the manufacturer, maybe, pays the bills.

One of the Good Ones So Common in the Philadelphia Bulletin.

The Engagement Ring

reflects the man who buys it. When he buys at Mitchell's it means he's paid cash, but it also means he has invested in the best diamond value in Philadelphia. The same ring would have cost much more elsewhere. Cash Sales and Small Stores explain the whole thing.

A fine white perfect diamond that weighs about $\frac{3}{4}$ karat and looks larger, for \$135.

MITCHELL'S STORES,
56 N. Eighth, 37 S. Eighth,
Philadelphia, Pa.

Doesn't It Make You Hungry? That's the Intention. From the Kansas City Star.

Peas Picked While the Dew Is On

Did you ever wonder why the French Peas have a delicacy and flavor not found in the Domestic Peas? Well, one reason is that the better grades are only picked in the cool of the evening, while the dew is on, and are packed the same night, while still fresh and green. They reach your table and taste practically the same as if they were right from the garden. Is it any wonder they are so good? O. R. S. French Peas are packed to our special order, extra sifted, small and dainty. Tomorrow 25c. cans will sell for 22c.; dozen \$2.40.

EMERY, BIRD, THAYER
& COMPANY,
11th St., Grand Ave.
Kansas City, Mo.

If Anybody Has Ever Seen Better Olive Oil Ads Than Those of Martindale's in the Philadelphia Bulletin, I Would Like to Know When and Where.

After The Crisis of Typhoid or Pneumonia,

pulmonary affections, and especially of diseases of the alimentary tract, pure olive oil is better than cod liver oil to support the starved tissues and revive the exhausted vitality," says the *Chicago Daily News*.

Pure olive oil! And fresh! That's Los Angeles, the olive oil that won first award for purity and wholesomeness at the Paris and St. Louis Expositions in competition against the world.

Los Angeles is pure because American ingenuity has fashioned machines to manipulate the olives in the entire process of pressing, where the human hand is used abroad.

Fresh, because it is the most widely known olive oil on the market and is most often asked for.

These are facts that are all-convincing in favor of Los Angeles Olive Oil. Of course we sell other olive oils but we advise, at all times Los Angeles, because it is the best.

25c., 50c. and \$1 bottle.
THOS. MARTINDALE &
COMPANY,
Teas, Coffees and Groceries,
Tenth and Market,
Philadelphia, Pa.

A Seasonable and Unusually Good One For a Florist. From the Bangor, (Me.) Daily Commercial.

Spring's

earliest, happiest, healthiest flowers—Jonquils, Tulips, Hyacinths, etc.—are chief of all my Flowers nowadays. I have a magnificent showing of these bloomers—in pots, pans and just-cut blooms. I have plenty for all orders; promise prompt deliveries anywhere.

SEKENDER,
Conservatories: 32 Newbury
St. Two Telephones.
Bangor, Me.

It seems necessary to say again that space in this department cannot be given to criticisms or reproductions of unseasonable ads—no matter how good they may be. That would be an imposition on those who look here every week for matter of present value. Therefore, Christmas, Thanksgiving, Washington's Birthday, Valentine and all other ads which are not now in season, will be carefully preserved, like unseasonable merchandise, and will get such attention as they seem to deserve on the return of the seasons to which they are appropriate.

From the Des Moines (Ia.) Daily News.

Keep Your Feet Dry

You can contract a cold, which may go into pneumonia quicker by going about your work with wet feet.

A pair of double soled shoes with velour calf uppers will do you more good than a doctor—these shoes are as near water proof as leather shoes can be made and we guarantee them to be the best \$3.50 value in Iowa.

A few pair of \$5 shoes at \$2.45 in our window.

W. L. WHITE,
The Sleepless Shoeman,
506 Walnut Street,
Des Moines, Ia.

A Refreshing Departure From the Usual "Get Up" of Such Ads. From the Seymour (Conn.) Record.

Bang!

And the whole plate glass front of your store is smashed. Now if you are so fortunate as to have our Plate Glass Policy, you are saved not only the expense but the trouble of putting up a new front. It's very low in premium, too.

INSURANCE,
Fire, Fidelity, Life, Casualty, Plate Glass.
The Best Policies We Could Find.

W. F. CRESSY, Agent,
Trust Company Building,
Seymour, Conn.

A Section From Kaufmann's Ad in the Pittsburg (Pa.) Leader.

Get Your Boy Ready for Spring

Buy Him a \$5 Topcoat Any Time To-morrow for \$2.45.

To give the spring business in Boys' Attire a very early start we will bring out to-morrow a special purchase of boys' fine English Covert topcoats in tan and Oxford shades, elegantly tailored and trimmed, with the perfect-fitting qualities of the highest priced ones. All sizes from 4 to 16 years. Enough of them for a brisk day's business. Every one a veritable \$5 overgarment; Friday only \$2.45.

KAUFMANN'S,
Pittsburg, Pa.

Here's a Curiosity—a Spring Opening Hat Ad That Says Something About The Hats and Says It With Some Enthusiasm.

The Initial Presentation of The New Stetson Hats for Men

for Spring Service.

The series includes all the new Stetson Spring models. We hope you will understand all that that implies.

Stetson is alone in this; everything that contributes to the perfection of his hats is the product of his own factory. He converts the fur pelts for the body, the raw silk for the band and bindings and the crude leathers. All the glory belongs to Stetson.

We think highly of the Stetson product, so do thousands of men.

Stetson Spring blocks, in the newest light-weight flexible conforming Derbies, \$3.50.

Stetson Special, 5¾ and 5½ inch crown, 1¾, 1½ and 2 inch brims. The price is \$5.

JOS. HORNE CO.,
Pittsburg, Pa.

A Strong Section from Kaufmann's Big Ad in a Recent Issue of the Pittsburg (Pa.) Leader.

The Suit for You

Bring your dressmaker along and see what she'll charge just to make you a suit like one of these at \$14.85. You'll have little or nothing left to buy the materials—that's sure. Particularly charming are the new collarless Etons, trimmed with braids, moire silk and tailored straps. They come in panamas, French broadcloths and mixtures—the skirts cut very full, falling from the hips into the graceful draped circular effect, with bias folds at bottom—plain kilted styles also in this group of suits at \$14.85.

KAUFMANN'S,
Pittsburg, Pa.

How to Start a Bakery Department Without a Bakery. From the Des Moines (Ia.) Capital.

Do You Realize the Value to You of our Home Baking Dept?

The best cooks in Des Moines furnish its output. You can order pies, cakes, fried chicken, salads, etc., etc., at any time of day and get them fresh. Made within the hour and absolutely unequaled as to their goodness.

We want to emphasize this stronger. Not one cook in a hundred—we might say in a thousand—can make such cakes, such pies, such Parker House rolls, etc., etc. They are exquisite in their line.

Come in and try them. We will refund your money if you do not say with us they are "the best that can possibly be made."

H. S. CHASE & CO.,
Essex Bldg., Sixth Ave.,
Des Moines, Ia.

Practically the Whole Story in the Headline—But No Price Anywhere. From the Springfield (Mass.) Union.

"V-Cut" Shears

Will cut the finest chiffon without skipping or pushing.

Dressmakers particularly, those who embroider and who cut fine materials, are delighted with these shears and scissors. The cutting edge is a new shape and you will quickly see the great improvement.

LAW, the Hardware Man,
260 Main St., Next Nelson
Hotel.
Springfield, Mass.

A Good One for Any Savings Institution.

Saving

"We are learning, year after year, that as a rule financial independence cannot be secured by most men except by saving."—*The World's Work.*

As a rule, it's the man who plans his expenditures and systematically saves a portion of his income that accumulates a competency for old age.

Start a savings account in "The Old Home." We pay 4 per cent interest, compounded semi-annually. Assets, \$1,030,200.03.

THE HOME BUILDING
ASS'N CO.,
26 South Third St.,
Newark, O.

From the Lynn, (Mass.) Daily Evening Item.

Fresh Haddock 4c. lb.

For baking, frying, boiling, broiling, for chowders, to scallop, cream or cook any way your fancy may dictate. Haddock is a universal food fish, and when sold fresh is healthful, appetizing and invigorating.

We sell them fresh.

Will you try some to-day?

WILLIAMS BROS.,
Sellers of Sea Swimmers.
215 Union Street,
Lynn, Mass.

COPIES PRINTED.

It is intended to present in **PRINTERS' INK** a series of chapters containing a list of all the publications to which Rowell's American Newspaper Directory has ever accorded or that have ever placed on file, with the Directory, any claim to have printed issues averaging so many as a thousand copies for the period of a full year.

The records are gleaned from advance pages of the Directory for 1906, which will be issued to subscribers the latter part of May next (subscription price \$10). This first chapter deals with Alabama. In the issue for March 14th the newspapers and periodicals of Alaska, Arizona and Arkansas will be dealt with.

For a thorough understanding of these State reviews of newspaper conditions it should be borne in mind that the average edition printed is always ascertained by a count of the actual number of complete copies of each separate issue that are sufficiently perfect for being served to subscribers or sold to readers at news-stands or by newsboys or over the counter; the total of all such being ascertained by adding the numbers expressing the separate issues, dividing the total so found by the number of separate editions, thereby arriving at the average output of each separate edition for the period of a full year.

Any one who has not at hand a copy of the latest edition of Rowell's American Newspaper Directory (1905) can obtain one by mail, postage paid, by remitting the price (\$10) to The Printers' Ink Publishing Company, No. 10 Spruce St., New York.

Any publisher who desires to become possessed of a leaf of the Directory containing the catalogue description of his own paper, may obtain the same by sending five 2 cent stamps to The Printers' Ink Publishing Company, No. 10 Spruce St., New York.

Any publisher who desires to place on the Directory files a

statement of the number of copies of his paper printed during a year preceding the date of his report—not press revolutions or sheets wet down, but copies sufficiently perfected to be served to a subscriber, or sold to one who buys it to be read—can obtain a blank, specially prepared for the purpose, by remitting five 2 cent stamps to the publishers of the Directory, The Printers' Ink Publishing Company, No. 10 Spruce St., New York.

It is not necessary to use the blank. No special form is needed to convey the information, but when the blank is used there is less likelihood of omitting some item of importance.

ALABAMA.

Albertville, Marshall Banner :

For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies weekly, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Andalusia, News :

For the year 1900 this paper seemed to assert that it had an average issue exceeding 1,000 copies weekly, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Publisher's announcement.—Editor makes oath to 1,555 weekly circulation—twelve pages, no boilerplate used, all home print. Official paper of city and county. Population of city, 4,100.

Anniston, Evening Star, daily; *Republic,* weekly:

Copies printed: Daily, 1,159 in 1902; in 1904, 1,950, and is credited with issuing more than 1,000 daily in 1905. The weekly has varied from 1,100 copies in 1896 to 2,216 in 1903, since which it has made no report, but is credited with issuing more than 1,000 copies in 1905.

Anniston, Hot Blast, daily; *Times,* weekly:

Copies printed: 1,268 daily in 1895. Was credited with issuing more than 1,000 copies regularly until 1904, but not thought, in 1905, to issue so many. For the weekly an indefinite claim for exceeding 1,000 copies was received for the year 1898 and 1900, but no later claim to that effect is recorded.

Athens, Alabama Courier :

Copies printed: This paper had credit for issuing more than 1,000 copies weekly from the year 1898 to 1903, but has not since set up any claim for issuing so many.

Athens, Limestone Democrat :

Copies printed: 1,400 weekly in 1900 and 1,011 in 1904, but in 1905 was not credited with issuing so many as 1,000 copies.

Attalla, Mirror :

Copies printed: This paper had credit for issuing more than 1,000 copies weekly in the years 1902 and 1903, but has not since set up any claim to issuing so many.

Bessemer, Journal :

Copies printed: For the year 1898 this paper seemed to assert that it had an average issue

exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Bessemer, *Workman*, weekly :

Copies printed: This paper has on one or more occasions indicated a desire to have credit for issuing more than a thousand copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Birmingham, *Age-Herald* :

Copies printed: 6,167 copies in 1898 and 8,425 in 1903. Has not since made any report but is credited (probably erroneously) with issuing more than 7,500 copies in 1905. The weekly issue in 1900 was 15,046; in 1901, 15,636 copies, since which no report has been made, but it was believed to issue more than 7,500 copies in 1905.

Birmingham, *Ledger*, evening :

Printed average daily issues, increasing gradually from 2,848 in 1897 to 22,069 in 1905, being a larger circulation than is attained by any other paper in the State. This paper is entitled to be listed in the PRINTERS' INK Roll of Honor.

Birmingham, *News*, evening :

Copies printed: Daily issues varying from 10,208 in 1901 to 20,075 in 1905. This paper is entitled to be listed in the PRINTERS' INK Roll of Honor.

Birmingham, *Alabama Baptist* :

Copies printed: 8,070 weekly in 1903 and 9,500 in 1905. This paper is entitled to be listed in the PRINTERS' INK Roll of Honor.

Birmingham, *Alabama Christian Advocate*, weekly :

Copies printed: Credited with from 6,500 in 1896 to 8,230 in 1903, since which no report has been made, but credited (probably erroneously) with issuing in excess of 7,500 copies in 1905.

Birmingham, *Courier*, weekly :

Copies printed: This paper had credit for an average issue of 1,345 for the year 1898, but has not since made claim to issuing so many as 1,000 copies.

Birmingham, *Labor Advocate* :

Copies printed: 2,257 weekly in 1898 and 2,000 in 1901, since which it has made no report, but was believed in 1905 to have issued regularly more than 1,000 copies.

Birmingham, *Advance*, monthly :

Copies printed: In 1905, 10,047 average issue.

Birmingham, *Dixie Home*, monthly :

Copies printed: For the year 1901 this paper seemed to assert that it had an average issue exceeding 1,000, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Birmingham, *Educational Exchange*, monthly :

Copies printed: 2,040 average issue in 1895, with exceeding 1,000 in 1896 and 1898, on insufficient evidence. As much has been claimed for it since, but no claim at all has been set up for it since 1903.

Birmingham, *Endeavorer of Alabama*, monthly :

Copies printed: Had credit for issuing more than 1,000 copies regularly in the years 1903, but has not since set up any claim for issuing so many.

Centerville, *Press* :

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that

effect. It has not since made any renewal of the claim.

Clanton, *Banner*, weekly :

Copies printed: 1,080 weekly average in 1902 and 1,316 in 1905. Entitled to be named on the PRINTERS' INK Roll of Honor.

Cullman, *Democrat*, weekly :

Copies printed: This paper had credit for an average issue of 2,325 in 1903, since which time it has not furnished a report, but has been credited with printing more than 1,000 copies for the year 1905.

Cullman, *Tribune*, weekly :

Copies printed: This paper had credit for an average issue of 1,388 in 1896 and of 1,944 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Daphne, *Standard*, weekly :

Copies printed: The highest circulation rating ever accorded this paper was 1,132 average issue for the year 1905. It is entitled to be named on the PRINTERS' INK Roll of Honor.

Decatur, *News*, weekly :

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect, and has not since made any renewal of the claim.

Dothan, *Siftings*, evening :

Copies printed: The weekly edition of this paper had credit for an average issue of 1,907 copies in 1901, and has had credit for issuing more than 1,000 copies weekly ever since, although the publisher admits that he does not keep such a record as makes it possible for him to prepare a definite and satisfactory report of the number of copies he has issued.

Dothan, *Home Journal*, weekly :

This paper is credited with issuing more than 1,000 copies weekly for the year 1905, and the publisher seemed to assert a right to a still higher rating, but failed to furnish such definite information as would warrant a compliance with his demand.

Elba, *Clipper*, weekly :

Copies printed: For the years 1901 and 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Enterprise, *Enterprise*, weekly :

Copies printed: In the year 1900 this paper had credit for issuing 1,482 copies. For the year 1903 it seemed to assert that it had an average issue exceeding 1,000 copies, but has not since made any renewal of the claim.

Florence, *Herald*, weekly :

Copies printed: This paper had credit for an average issue of 1,948 in 1902 and of 1,051 in 1903, since which time it has not furnished a satisfactory report, but was credited with printing more than 1,000 copies for the year 1903.

Florence, *Times*, weekly :

Copies printed: 2,036 copies weekly average in 1902 and 2,481 in 1905. This paper is entitled to a place in the PRINTERS' INK Roll of Honor.

Fort Payne, *Journal*, weekly :

Copies printed: This paper had credit for an average issue of 1,094 for the year 1902, but has not since made claim to issuing so many as 1,000 copies.

Gadsden, *Times-News*, semi-weekly :

Copies printed: An average issue of semi-weekly of 3,017 in 1897 and 3,765 in 1898, since which no report has been received, but

was thought to issue more than 1,000 in 1902, but not so many since.

Geneva, *Reaper*, weekly :

Copies printed : For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Greenville, *Advocate*, weekly :

This paper had credit for an average issue of 1,680 in 1896, of 1,600 in 1898, since which time it has not furnished a satisfactory report, but was credited with printing more than 1,000 copies for the year 1905.

Greenville, *Living Truth*, weekly :

Copies printed : No satisfactory circulation statement was ever obtained from this paper, but from such reports as came to hand it has been credited with issuing more than 1,000 copies weekly every year since 1900.

Guntersville, *Democrat*, weekly :

Copies printed : This paper asserted in 1900 that its issue had not fallen below 1,056 copies in five years, but no satisfactory statement has since been received that would warrant giving it credit for issuing so many as 1,000 copies.

Hamilton, *Marion Co. News*, weekly :

Copies printed : For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Huntsville, *Tribune* :

Copies printed : For the year 1900 the weekly edition of this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Huntsville, *Mercury* :

Copies printed : The weekly edition of this paper had credit for issuing more than 1,000 copies regularly in the year 1903, but has not since set up any claim for issuing so many.

Huntsville, *Journal*, weekly :

Copies printed : This paper has on one or more occasions indicated a desire to have credit for issuing more than a thousand copies regularly, but such definite information as would warrant such a rating has never been obtained.

Jasper, *Mountain Eagle*, weekly :

Copies printed : No satisfactory circulation statement was ever obtained from this paper, but from such reports as came to hand for the year 1902 it was credited with issuing more than 1,000 regularly for that year, and (probably without sufficient reason) the same rating has been continued ever since.

Lafayette, *Sun*, weekly :

Copies printed : In 1902, not less than 1,600 of any issue. Has been credited with more than 1,000 ever since, although the publisher has admitted that he does not keep such records as would make it possible to prepare a satisfactory circulation statement.

Mobile, *Herald*, evening :

Copies printed : Believed to exceed 2,250 daily since 1903. No satisfactory circulation statement has come from this or any other daily paper issued in Mobile since 1897.

Mobile, *Item*, evening :

Copies printed : Believed to exceed 2,250 daily since 1903, but no satisfactory circulation statement ever came from this office.

Mobile, *Register*, every morning, weekly and Sunday :

Copies printed in 1897 average 4,677 daily,

since which time no satisfactory circulation report has been obtained ; but for 1905 the daily and Sunday issues were believed to exceed 4,000 copies regularly, and the weekly over 2,250.

Mobile, *Alabama Staats-Zeitung*, weekly :

Copies printed : For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Mobile, *Southern Watchman*, weekly :

Copies printed : This paper has on one or more occasions indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Mobile, *Unionist*, weekly :

Copies printed : This paper had credit for an average issue of 1,653 in 1903, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Mobile, *Medical and Surgical Journal* :

Copies printed : In 1903, average 2,250 monthly. For 1904 a higher rating was asked for and accorded, but without a satisfactory statement to warrant it. In 1905 a rating exceeding 2,250 was accorded without receiving any report. It is probably higher than facts will warrant.

Montgomery, *Advertiser*, morning, Sunday and weekly :

Copies printed : 5,700 in 1895, increasing annually to 12,769 daily in 1905. Sunday, increasing from 14,625 in 1902 to 16,998 in 1905. Weekly, increasing from 9,631 in 1900 to 17,425 in 1905.

This is the only paper in Alabama to which Rowell's American Newspaper Directory accords the so-called gold marks (Ⓢ Ⓣ), the meaning of which is set forth as follows :

(Ⓢ Ⓣ) Advertisers value this paper more for the class and quality of its circulation than for the mere number of copies printed. [Among the old chemists gold was symbolically represented by the sign Ⓢ.—*Webster's Dictionary*.] Montgomery, *Times*, every evening :

Copies printed : Supposed to be more than 1,000 copies daily, but no satisfactory circulation report from this paper has ever been obtained.

Montgomery, *Journal*, evening :

Copies printed : Reports indicate a growing circulation—7,723 daily in 1903 and 8,677 in 1905. This paper is entitled to a place on the PRINTERS' INK Roll of Honor.

New Decatur, *Advertiser*, weekly :

Copies printed : This paper had credit for an average issue of 1,138 for the year 1903, but has not since made claim to issuing so many as 1,000 copies.

Northport, *West Alabama Breeze*, weekly :

Copies printed : For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000, but failed to furnish such definite information as would warrant the accordence of a rating to that effect. It has not since made any renewal of the claim.

Opelika, *News*, evening :

Copies printed : Supposed to be more than 1,000 daily, but no satisfactory circulation report from this paper was ever received.

Opelika, *Post*, weekly :

Copies printed : In 1901 said to have exceeded 1,500 every issue. A rating of exceeding 1,000 copies average has been accorded since, although no satisfactory statement to sustain it has come to hand, nor any claim to be entitled to it since 1903.

Ozark, *Southern Star*, weekly:

Copies printed: No satisfactory circulation statement was ever received from this paper, but in 1899 it had credit for an average issue of more than 1,000 copies, and claimed as much in 1903, but failed to furnish satisfactory evidence to that effect.

Russellville, *Franklin Times*, weekly:

For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Scottsboro, *Progressive Age*, weekly:

Copies printed: The highest circulation ratings ever accorded this paper were 2,459 for the year 1900, and 2,450 for the year 1902, and 2,450 for the year 1904. In 1905 it was credited, without a satisfactory report, with issuing more than 2,250 copies regularly.

Selma, *Journal*, evening:

Copies printed: For the year 1903 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Talladega, *Our Mountain Home*, weekly:

Copies printed: This paper had credit for an average issue of 2,109 in 1903, of 2,106 in 1904, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

Talladega, *Reporter*, weekly:

Copies printed: This paper has on more than one occasion indicated a desire to have credit for issuing more than 1,000 copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Troy, *Messenger*:

Copies printed: The weekly edition of this paper has on more than one occasion indicated a desire to have credit for issuing more than a thousand copies regularly, but such definite information as would warrant such a rating has never been forthcoming.

Tunnel Springs, *Eagle*, semi-monthly:

Copies printed: For the year 1899 this paper seemed to assert that it had an average issue exceeding 1,000 copies, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Tuscaloosa, *Times-Gazette*, evening:

Copies printed: For the year 1902 this paper seemed to assert that it had an average issue exceeding 1,000 copies daily, but failed to furnish such definite information as would warrant the accordance of a rating to that effect. It has not since made any renewal of the claim.

Tuskegee, *News*, weekly:

Copies printed: This paper had credit for average issues of 1,152 copies in 1902. Was credited with more than 1,000 on an unsatisfactory statement in 1904, but made no claim to issue so many in 1905.

Tuskegee, *Student*, weekly:

Copies printed: Rated as issuing more than 1,000 copies regularly, although no really satisfactory statement to sustain the claim appears to be on file.

Wetumpka, *Herald*, weekly:

Copies printed: This paper had credit for an average issue of 1,273 in 1901, of 1,501 in 1902, since which time it has not furnished a report, but was credited with printing more than 1,000 copies for the year 1905.

bama paper not named in the list printed above, make any claim, or has made any claim, during the past ten or twelve years to issuing regularly as many as 1,000 copies.

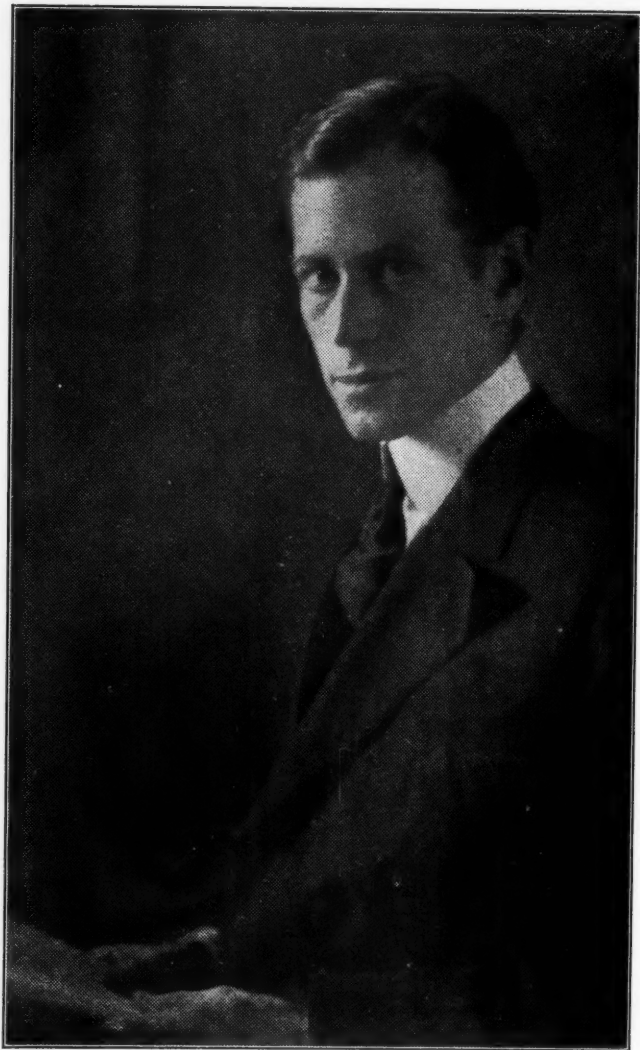
AN ALABAMA PUBLISHER'S ANNOUNCEMENT.

Andalusia, *News*.

Publisher's announcement.—Editor makes oath to 1,555 weekly circulation—twelve pages, no boilerplate used, all home print. Official paper of city and county. Population of city, 4,100.

When it was decided to publish in PRINTERS' INK a resumé of the circulation ratings accorded to all the papers that have at any time, within ten or a dozen years, ever claimed to print more than a thousand copies regularly, a circular was sent to all papers published in the four States and territories that would be first dealt with, telling what was going to be done and giving permission to every newspaper to insert a displayed advertisement or a "Publisher's Announcement"—at a specified price—wherein any statement might be made that the newspaper man should think desirable to have read by an advertiser at the time he should be examining these reviews of Directory circulations. The "Publisher's Announcement" printed above came in response to the circular referred to and was the only one received from the State of Alabama. It is from a paper that is not credited, in the Directory, with issuing so many as 1,000 copies regularly. It will be noticed that the statement for which the publisher pays \$2.50 to secure its insertion here, claims a weekly "circulation" of more than 1,000, but fails to define what is meant by "circulation." The Directory ratings deal only with the average number of copies printed for the period of a full year. This "Announcement" may be true, even although the paper printed no more than 310 copies—on the ground that each paper is looked at by an average of five persons, consequently the circulation is five times as great as the number of copies printed. The case illustrates the difficult position in which the Directory editor stands. He is given to doubting statements made in words the exact meaning of which may be equivocal; yet experience shows that with all his conservatism he is more likely to credit a paper with printing more rather than fewer copies than a frank and truthful statement would warrant.

It is not supposed that any Ala-



MR. MEDILL MCCORMICK.

It is a notable circumstance going to show that "the world do move," that under Mr. McCormick's management the great Chicago TRIBUNE has furnished Kowell's American Newspaper Directory a complete and satisfactory statement showing the number of copies of the TRIBUNE issued for an entire year—the first circulation statement ever issued from that office. The Chicago TRIBUNE has for many years been accorded the so-called Gold Marks (© ©)—symbols of excellence—now it has its circulation stated in Arabic figures; and to make the record complete, the TRIBUNE became the thirty-ninth member of the brilliant combination of newspapers known and celebrated as the Star Galaxy, an association which no newspaper man would think of joining were he not justly confident that the circulation statement issued by him will stand out bright and clear under the most searching investigation.

THE STAR GALAXY.

THE TWO LATEST ADDITIONS.

The publishers of the Decatur, Ill., *Herald*, and the Chicago *Tribune* have sought and obtained the Guarantee Star in Rowell's American Newspaper Directory for 1906, now in its thirty-eighth annual revision. The certificates were issued on February 19 and 26, 1906, and photographic reproductions are shown on the following pages. The final revision of the Directory for 1906, thirty-eighth year of consecutive publication, is now under way. Applications for the Guarantee Star may be forwarded by publishers who are interested in the subject—who believe they are eligible to the highest distinction which the editor of Rowell's Directory can bestow—and who dare use the Guarantee Star.



The extent and full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear, after the most searching investigation, would ever for a moment consider the thought of securing and using the Guarantee Star.

THE STAR GALAXY TO DATE.

ILLINOIS.	
Chicago.....	Daily News.
Chicago.....	Tribune.
Chicago.....	Record-Herald.
Decatur.....	Daily Review.
Decatur.....	Herald.
Peoria.....	Star.
INDIANA.	
Crawfordsville.....	Journal.
MINNESOTA.	
Minneapolis.....	Journal.
Minneapolis.....	Tribune.
Minneapolis.....	Farm, Stock and Home.

Minneapolis.....	Svenska Amerikanska Posten.
St. Paul.....	Pioneer Press.
PENNSYLVANIA.	
Philadelphia.....	Bulletin.
Philadelphia.....	Press.
Philadelphia.....	Farm Journal.
Pittsburg.....	Post.
West Chester.....	Local News.
NEW YORK.	
Buffalo.....	Evening News.
Mount Vernon.....	Argus.
Troy.....	Record.
CALIFORNIA.	
Oakland.....	Herald.
COLORADO.	
Denver.....	Post.
DISTRICT OF COLUMBIA.	
Washington.....	Evening Star.
IOWA.	
Des Moines.....	Successful Farming.
Sioux City.....	Tribune.
MARYLAND.	
Baltimore.....	News.
MASSACHUSETTS.	
Boston.....	Globe.
Brockton.....	Enterprise.
MISSOURI.	
Kansas City.....	Star.
NEBRASKA.	
Lincoln.....	Daily Star.
Lincoln.....	State Journal and Evening News.
NEW JERSEY.	
Red Bank.....	Register.
OHIO.	
Akron.....	Beacon Journal.
OREGON.	
Portland.....	Journal.
SOUTH CAROLINA.	
Columbia.....	State.
TENNESSEE.	
Knoxville.....	Journal and Tribune.
VIRGINIA.	
Richmond.....	Times-Dispatch.
WISCONSIN.	
Milwaukee.....	Journal.
Racine.....	Wisconsin Agriculturist.
CANADA.	
Montreal.....	Star.
Toronto.....	Mail and Empire.

The guaranty star attached to a publication in Rowell's American Newspaper Directory is the most conspicuous distinction which the Directory editor gives to a paper, and the star constitutes, for a publication possessing it, a continual advertisement of the highest distinction, costing nothing after the initial payment, so long as the Directory continues to be published. Conditions and terms relative to the guaranty star may be learned by addressing this office. Such inquiries will receive prompt attention if from a publisher of a paper considered eligible for admission to the star galaxy.

ROWELL'S AMERICAN NEWSPAPER DIRECTORY



New York City, FEB 26 1906

RECEIVED of the Publisher of Tribune, Chicago, Illinois
One Hundred Dollars

for guarantee of circulation rating in Rowell's American Newspaper Directory.

THE PRINTERS' INK PUBLISHING COMPANY,

East King Publishers of Rowell's American Newspaper Directory.

\$100.00

CONDITIONS.

The absolute correctness of a circulation rating in Arbib figures in Rowell's American Newspaper Directory, or to be inserted in the next issue of the book, based upon a satisfactory statement from the publisher of a paper, of the actual number of copies of a full year, is guaranteed by the Directory publishers, under a forfeiture of one hundred dollars, payable to the publisher of one hundred dollars to the publisher of the Directory as a permanent deposit. The guarantee is forfeited so long as the newspaper furnishes statements in detail duly authenticated and the Directory continues to be published. The money paid is not returnable to the publisher at any time or under any circumstances.

"Forty Years an Advertising Agent," by George Presbury Rowell. Issued from the press, Tuesday, January 16, 1906. 8vo. Cloth and gold. 517 pages. Thoroughly indexed.

They are told in a pleasant, off-hand style, with more than a trace of humor, shrewdness and kindness in them.—*Chicago, Ill., News, February 6, 1906.*

The book follows the history of advertising from the days when it was in its infancy until now, when men are trained for this work as for any other profession.—*Live Oak, Fla., Advocate, February 6, 1906.*

Taken altogether, here is a book that breathes the spirit of business briskness, of enterprise, and the grasping of opportunity.—*Alton, Ill., Democrat, February 1, 1906.*

The general public might infer from the title that the reading matter is dry and uninteresting, but it is decidedly the reverse.—*Providence, R. I., Telegram, February 11, 1906.*

It is full of good anecdotes and holds the interest from cover to cover. It is a volume that well illustrates Bacon's theory that reading maketh a full man.—*Baraboo, Wis., Evening News, February 14, 1906.*

To write a comprehensive and a truthful review of the American advertising field without malice and without offense; to be able from personal reminiscence to bridge the chasms of failures and the heights of success in a field of human endeavor no less than first of modern enterprises; to deal wholly with facts yet to write a book absorbing as fiction, were indeed a triumph—and George Presbury Rowell, he of the great advertising agency bearing his name, founder also of "the first periodical ever established for the serious discussion of advertising as a business force," has accomplished that same. Rowell was the Fulton of advertising and the Greeley of advertising literature; for he was an inventor of new forces in the business world and a radical of radicals in forms of publicity. More than that, with all his originality he succeeded to the end, and left a clean-blazed trail for other men to follow to lofty attainments by the advertising route. And now, in the evening of life, that such a man should sit quietly down to recount, sympathetically, competently and instructively, the story of "Forty Years an Advertising Agent" were assuredly occasion for general interest by all who are interested in "newspaper publicity;" and who in these piping days of commercial dominance is not!—*Troy, N. Y., Times, February 17, 1906.*

As reminiscences of newspaper life and growth these articles are full of entertainment and instruction.—*San Antonio, Tex., Express, February 18, 1906.*

It is an entertaining book which any person, not in any way connected with newspapers other than as a reader of them at the breakfast table or on the street cars, can take up with a certainty of finding something of interest at whatever page the volume opens at and which he will not be in a hurry to lay down.—*Cleveland, Ohio, Plain Dealer, February 18, 1906.*

The reflections and suggestions evoked by this review and memoir may prove as profitable as they are entertaining.—*Detroit, Mich., Free Press.*

If you read the book you will find that it is deserving of a mention to your friends.—*Jackson, Mich., Patriot, February 18, 1906.*

It is not, as its name would imply, a dry, statistical publication, but a clever and interesting history.—*Pater-son, N. J., Call, February 17, 1906.*

Any publisher or person interested in advertising can get more real value out of any one of these fifty-four chapters than he could out of a forum lecture that cost twenty times as much. Mr. Rowell writes most entertainingly, and he tells things that interest people—things they like to know, in a style that marks him as a literary genius. He was always original in his business methods and is quite so in his writings.—*Rome, N. Y., Sentinel, February 14, 1906.*

The name of Rowell and advertising are synonymous in America, and particularly the Eastern States.—*Portland, Ore., Sunday Oregonian, February 18, 1906.*

May well be called a unique book. No other volume of recollections contains any comparable number of candid allusions to persons still alive.—*Gloucester, Mass., Times, February 12, 1906.*

The story is a good "human document" in itself. Its simple, easy style reminds one of General Grant's Memoirs. It is American to the core.—*Des Moines, Iowa, News, February 18, 1906.*

It is a great history of a most interesting department of modern enterprise, told by a man who has held a commanding position, and it is written in a way to hold the fascinated interest—in a way that the uninitiated would consider an impossibility.—*Cincinnati, Ohio, Herald and Presbyter, February 14, 1906.*

Mr. George P. Rowell is the dean of advertising agents, and his work has left an indelible impress upon the great business of publicity.—*New York Scientific American, February 24, 1906.*

Price, \$2. Can be ordered of book-sellers or news agents, or will be sent by mail, postage paid, on receipt of price. Address with check or postal order: Printers' Ink Publishing Company, 10 Spruce street, New York City.